

# HOW TO GET YOUR EXHIBITS FROM WHERE THEY ARE NOW TO WHERE THEY NEED TO BE AND BACK AGAIN

*THE FAST GUIDE TO EVENT LOGISTICS MASTERY  
FROM INTERNATIONAL LIFTING & SHIPPING*

---



## CONTENTS

02	FOREWORD
03	EXHIBITION LOGISTICS: THE FAST GUIDE
04	THE OTHER THINGS WE ‘DO’ AS THE “OFFICIAL” LOGISTICS CONTRACTOR
05	ON-SITE LOGISTICAL ARRANGEMENTS
06	LOGISTICS SERVICES SUPPLIED BY ILS
09	EXHIBITION LOGISTICS: FAQs
12	TRADE SHOW PLANNING CHECKLIST
17	ABOUT ILS

## FOREWORD

Dear Exhibitor,

Right now both of our companies are preparing for an exhibition.

You are preparing your company's stand, exhibits and personnel. We are planning the logistical operation that ensures the smooth and safe running of the events where ILS is, what's termed in event circles, the official logistics contractor.

Hopefully you are as excited about your upcoming event as we are about ours.

Thank you for downloading our fast guide to logistics mastery

We've written this brief guide to help ensure that;

- *You never get tripped-up and stressed by exhibits not being delivered in time for a show*
- *You know the process to follow when it comes to the delivery and lifting of heavy exhibits*
- *You know how to get your show materials delivered and stored on-site*

On top of that, and because we believe hugely in the value of exhibiting, we don't want you to miss any opportunity related to your event participation. With that thought in mind, we have also included, a handy checklist to assist your pre-show planning and preparation.

### **ILS: EVENT LOGISTICS EXPERTS**

International Lifting & Shipping (ILS), is one of the UK's leading event logistics contracting businesses. Each year we work with hundreds of exhibitors all over the world to ensure the safe delivery and handling of their event displays.

Our core expertise is in "heavy lifting." We move heavy exhibits from their transporter onto stands and back again when the show is over. Sounds simple but there's a lot to it!

We also receive and distribute all small parcel shipments and packages to exhibitors and the storage and handling of empty cases once exhibits are unpacked.

It's a big and demanding job, but it's what we do and we look forward to helping you in any way that we can.

On behalf of all the ILS team, I wish you a highly successful show.

Yours sincerely,  
David Bourne

*Managing Director  
International Lifting & Shipping*

# EXHIBITION LOGISTICS: THE FAST GUIDE



*ILS at work during the build of LabelExpo Europe in Brussels, the largest label event in the world*

## **EXHIBITION LOGISTICS: AN ALL ENCOMPASSING TERM, USED TO DESCRIBE ON-SITE HANDLING, STORAGE AND INTERNATIONAL FREIGHT FORWARDING SERVICES.**

Exhibition logistics is all about the movement of exhibitor show goods and stand materials, display machinery and event literature and anything else that exhibitors need to have on their stands during a trade or consumer show.

It's the job of ILS, as the official logistics contractor for your show, to help get those things from wherever they are in the world, to the stands of the exhibitors that they belong to. And then later, to return them to the right locations once the show has ended.

ILS can transport all exhibition goods by domestic or international transport, by road, sea or air. We just need to know where in the world your event goods are located and we will do the rest (with some input from you of course).

# **THE OTHER THINGS WE ‘DO” AS THE “OFFICIAL” LOGISTICS CONTRACTOR**

## **1. TRAFFIC MANAGEMENT**

When ILS is the official contractor for an event, we can design and put in place, traffic management systems around the venue. If we didn't do this, venues hosting large scale events and the areas around them, would become gridlocked very quickly.

## **2. LOADING AND UNLOADING SCHEDULES**

ILS is also responsible for putting together timed loading and unloading schedules for those exhibitors that need lifting of exhibits and equipment, to and from their stands.

This operation has to be planned well in advance of the show to ensure the smoothest possible build-up for all exhibitors.

## **3. EMPTY CASE STORAGE**

Where do all of those empty exhibit cases and boxes go once they are unpacked?

More often than not, they go into one of the many temporary storage areas that we create. Annually, we collect, store and re-deliver thousands of exhibitor boxes.

## **4. HEALTH & SAFETY AWARENESS AND MANAGEMENT**

Given that we operate a lot of machinery, in environments that change each week, Health & Safety is something that we take extremely seriously. We invest heavily in the skills and training of our staff to ensure the safety of all involved during the build and breakdown periods of the events that we handle.

## **ON-SITE LOGISTICAL ARRANGEMENTS**

Once the build-up period of the show commences, ILS as official contractor, will control all lifting and handling operations within the exhibition halls.

ILS personnel, are the only people who can operate lifting and handling machinery and our team will be onsite for the duration of the build-up and the breakdown. Our on-site team can arrange any lifting and transport requirements that you may need.

### ***EARLY CONTACT WITH THE ILS TEAM IS VERY IMPORTANT***

Please don't leave your logistics arrangements to the last minute. Instead make contact with ILS now to ensure the smooth, cost effective and safe handling of your exhibits and show equipment.

The earlier you start communicating with us, the more time we have to plan effective solutions for your goods. Form a working relationship with us and we will become a key partner in helping you to enjoy a successful exhibiting experience.

### ***IF YOU ARE GOING TO NEED LIFTING SERVICES***

If you will require machinery movement to and from your stand, it's vital to get the details of the exhibits be lifted, to us at the earliest possible time.

We need to workout how we can access your stand allowing for the size and scale of the equipment to be moved. We also need to think about what else might be happening in and around your site location at the time we choose to execute the lift.

### ***PRE-EVENT SITE VISITS***

In order to get your machines safely and professionally handled from warehouse to venue, we may need to make a pre-show site visit to see the machine or machines in question. There are also likely to be discussions with your stand builder so that jointly, we can form a workable plan that doesn't hold-up construction of your stand.

When you contact the ILS team, please provide as much detail as possible about the size and volume of exhibits to be displayed. Notify us of any special lifting instructions and advise on the value of goods, as ILS can provide transport insurance for high value items.

# **LOGISTICS SERVICES SUPPLIED BY ILS**

## ***ILS SERVICE DESK***

This is located inside the exhibition hall and it is manned by ILS personnel and managers for the duration of the build and breakdown periods.

Service Desk personnel will be the point of contact for exhibitors to discuss their lifting requirements. It's also where you can book last minute services and make show breakdown arrangements.

## ***EMPTY CASE STORAGE***

Now, about all of those cases you will be bringing to the show...

Empty case storage is one of the most overlooked aspects of an exhibitor's build-up arrangements.

In fact, most exhibitors meticulously plan the transportation and unloading of their show goods and stand materials, but fail to consider what is going to happen to all the packaging and boxes once they have set-up their stand.

You can make arrangements with ILS for empty case storage before you travel to the show, but if you forget to do so, don't worry.

Go to the ILS Service Desk. There, you can book the collection of your empty boxes and receive labels for each box. Your empty cases will be collected throughout the build-up, as and when you are ready to release them. Empty cases will be removed, measured, recorded and then packed away.

## ***RETURN OF CASES***

The return of empty cases happens on the breakdown evening. Cases normally start to be returned an hour after the show closes.

It can't start any sooner because Health and Safety rules regarding members of the public within exhibition halls, must be adhered to. No mechanical handling machinery can be brought into the halls while show visitors remain.

The ILS team will be returning boxes all through the breakdown evening, and will continue to do so until every box is returned.

## ***SMALL PARCEL HANDLING SERVICES***

As well as providing heavy lifting skills, ILS also offers a wide range of services for handling small parcels.

As you might imagine, the delivery of thousands of small parcels on a big event could cause many problems, the main one being vehicle congestion in and around the venue site.

Without careful management, parcel and package deliveries could bring an exhibition build or breakdown to a grinding halt. To avoid this situation and to ensure that exhibitors receive their deliveries, ILS offers;

### ***THE ILS EASY LIFE SERVICE***

We launched this service in 2006 and it is now an industry standard. We actually created the service for a show held at ExCeL London that had a serious problem with courier delivery congestion.

The service enables exhibitors to send courier shipments into the ILS warehouse in the week prior to build-up. We then collate the packages into one shipment which is loaded into our own vehicles.

Everything is then taken to the venue and stored until exhibitors arrive on-site.

Please note, that we do not leave goods unattended on a stand. We advise exhibitors not to arrange for goods to be delivered unless they have a representative on their stand to receive them.

### ***COURIER RECEPTION SERVICE***

For exhibitors who can't send their goods to us before the show, we offer "The Courier Reception Service."

ILS operates a dedicated courier service manned by ILS personnel for the duration of the build and breakdown. All deliveries by courier should be directed to the ILS Service Desk (we will provide exact location details in advance of the show). Any parcels received, will be signed for and stored there and can be collected by exhibitors when they arrive on-site.

This is a beneficial service as most couriers won't deliver goods without a signature. And, if they don't get a signature, they will leave the venue taking the unsigned-for parcel or parcels with them and that's highly frustrating for exhibitors.

The Courier Reception Service also offers protection for exhibitor parcels. It's not advisable to leave goods on unattended stands within exhibition halls. Even with excellent in-hall security measures, the halls are still an open environment and goods cannot be guaranteed to be safe from theft or tampering.

### ***LOGISTICS LIVE***

This is a new service. ILS has launched an online logistics information site at [www.ils-logisticslive.com](http://www.ils-logisticslive.com)

Logistics Live offers exhibitors a password protected website that holds all the logistics information required for the show.

Each show page is individual, but as standard contains;



- *A downloadable copy of the logistics order form*
- *Shipping instructions*
- *EORI (Economic Operator Registration and Identification instructions)*
- *Logistics contact information*
- *A listing of ILS international agents for international transport enquiries*
- *Small parcel service instructions*

Once on-site the ILS team will keep the website updated with daily information that includes location of the ILS Service Desk; reminders to collect empty case storage labels and other helpful logistics-related announcements.

The Logistics Live website is compatible with desktops, mobiles and tablets, so exhibitors can access their show information wherever they happen to be.



*Large and very heavy machine tools make up the majority of exhibits at MACH, the UK's biggest manufacturing technologies event. Just the type of job the ILS team love to get stuck into.*

## **EXHIBITION LOGISTICS: FAQs**

### **1. AS ILS ARE THE OFFICIAL LOGISTICS CONTRACTOR DOES THAT MEAN I MUST ORDER MY UK AND INTERNATIONAL TRANSPORT FROM YOU?**

ILS are the official logistics; on-site handling contractor and, the recommended freight forwarding contractor. You are free to use your own regular transport provider although we can supply quotations for UK and international transport through our network of specialist exhibition freight forwarders.

### **2. WHAT IS THE EASY LIFE SERVICE?**

This service enables exhibitors to send courier shipments into the ILS warehouse in the week prior to build-up. We then collate the packages into one shipment which is loaded into our own vehicles. We then take everything to the show venue.

The Easy Life Service removes problems with couriers accessing the exhibition venue and will ease pressure and traffic congestion at the show.

### **3. WHAT IS THE COURIER RECEPTION SERVICE?**

This is for exhibitors who arrange courier delivery direct to the venue. All deliveries on-site are received by ILS who sign for each one. We then distribute the packages to exhibitor stands. Please check that your courier will deliver to the venue for this event.

### **4. HOW DO I LABEL MY BOXES FOR COURIER DELIVERY?**

ILS can provide delivery labels by email, but your goods must be addressed as follows:

*Your Company Name  
Name of Exhibition  
Hall Number  
Stand Number  
Name of Exhibition Venue  
City and postcode  
No. of pieces (e.g 1 of 4, 2 of 4 etc)  
Contact name and number  
C/O ILS Service Desk*

### **5. IF I SEND MY GOODS BY COURIER TO THE VENUE WILL THEY BE ON MY STAND WHEN I ARRIVE AT THE SHOW?**

We won't leave any delivery on an unattended stand so, if your goods are not on your stand when you arrive, you should go to the ILS Service Desk. We will then organise delivery.

## **6. CAN I HIRE A PALLET TRUCK TO MOVE MY GOODS AROUND THE VENUE?**

No, we are unable to hire our lifting equipment without a qualified operator. A pallet truck is a heavy piece of equipment which if used incorrectly, can cause an accident and/or injury.

## **7. CAN I STORE MY TOOLS DURING THE OPEN PERIOD OF THE SHOW?**

It is not possible to store goods of value at an exhibition, as all stores are deemed “open” due to the nature of the exhibition environment. Goods such as tools, ladders, pallet trucks etc are often put in the empty case storage area, but they are not insured due to the open nature of these stores and the amount of unsupervised access to them.

## **8. CAN I PUT LITERATURE AND STAND ITEMS IN THE EMPTY CASE STORAGE AREA?**

Accessible storage is available on some exhibitions. You will need to contact ILS to discuss the items you wish to place in accessible storage. It won't be suitable for high value items.

## **9. HOW LONG DOES CUSTOMS CLEARANCE TAKE IN THE UK?**

This will depend on which day of the week goods arrive and the mode of transport used. Please discuss with ILS.

## **10. WHAT TIME WILL MY EMPTY CASES BE RETURNED ON BREAKDOWN EVENING?**

The return of empty cases is a huge task and can take many hours from the commencement of show breakdown to fully complete the job.

On shows with a large case storage requirement, we do provide priority storage services. These guarantee that all boxes are returned on the first evening of breakdown.

## **11. HOW WILL I FIND ILS WHEN I ARRIVE AT THE SHOW?**

ILS has a Service Desk inside the exhibition hall, usually situated close by the Organisers Office. The Service Desk is manned with ILS operational staff who can assist you with on-site logistics and storage.

## **12. WHEN WILL I RECEIVE MY VAT INVOICE?**

ILS provides Pro Forma invoices in advance of the show for exhibitors who have pre-booked their service. All VAT invoices are prepared and sent after the event to ensure that any additional services booked on-site are included.

### **13. CAN YOU STORE MY GOODS BETWEEN SHOWS?**

Yes, ILS has warehouses in Coventry and on-site at the NEC in Birmingham for all short and long-term storage requirements. ILS can also store goods and transport them to other events in the UK and internationally.

### **16. CAN YOU ORGANISE TRANSPORT OF MY GOODS ON THE BREAKDOWN?**

Yes, we can via the ILS Courier Gateway service. The courier gateway is a 'neutral' web-based platform that brings you a selection of couriers who can assist with the return of your courier shipments.

*For more details talk to Sean Adriaanzen: 44 (0) 24 7633 7955*



*The W Exhibition is the national show for the Joinery and Furniture industries. Heavy machinery exhibits are a big attraction for visitors to this show.*



# TRADE SHOW PLANNING CHECKLIST

Planning is one of the big keys to success when it comes to show participation. But what should you be planning for? This handy checklist provides the answers you need and it starts with your strategy for the show.

## 1. WRITE YOUR STRATEGY DOCUMENT

- *Your strategy document should include your objectives, the things that you want your company to achieve from the show. These should be tangible and measurable goals*
- *Goals could include targets for leads generated, current customers seen at the show, business signed...*
- *Clarify the details of what show success is going to look like*
- *Agree a detailed budget for the show that includes costings for all areas of participation*

## 2. DESIGN YOUR STAND

- *If you are building a stand for your site (because it's designated Space Only) write a design brief, confirm the budget and approach design and build companies*
- *Ensure that your chosen stand builder has details of build-up and break down times plus show opening hours and organiser and venue contact information*
- *Submit your design for approval to the show organiser. If changes need to be made, get the information back to your stand designer ASAP*
- *Decide on the products that will be displayed on your stand and secure examples for the show*
- *Submit orders for electrical, data, rigging (if needed) requirements to the venue*

### For shell scheme exhibitors

- *If exhibiting with a shell scheme stand, note when you can access the halls to dress your stand*
- *Organise graphics, lighting, furniture and storage areas for your shell scheme stand*

## 3. INITIATE YOUR LOGISTICS PLAN

- *Contact the team at ILS at the earliest possible time if you are going to need lifting services especially if your exhibits are very large and very heavy*
- *The number to call is 44 (0) 24 7633 7955.*
- *Provide the ILS team with as much information as possible about your exhibits and where they are to be placed on your stand.*
- *If your exhibits are being delivered from outside the UK, inform ILS of their expected delivery status and the country from where they are being shipped*

- *Book the storage of your empty exhibit cases in advance of the show. Doing so will save you valuable time on-site*

#### **4. PICK YOUR STAND TEAM FOR THE SHOW**

- *Pick your stand team for the show - positive people only!*
- *Put a staffing rota together and circulate it to your team*
- *Supply everyone with date, location and travel details*
- *Book stand training for team members where it's required*
- *Put together briefing documents for each team member that includes show objectives, stand location details, product information, VIP guests invited/expected, details of special events e.g. client dinners, awards ceremonies etc*
- *Collate a contact list for your stand team that includes mobile numbers and email addresses and details of any medical conditions and special dietary requirements*

#### **5. BOOK TRAVEL, ACCOMMODATION + TRANSPORT**

- *Book hotel rooms for your stand team with directions to the venue if your hotel is offsite and away from the show venue*
- *Circulate travel arrangements to the venue from airports and stations*

#### **6. ARRANGE SHIPPING & TRANSPORT OF YOUR EXHIBITS WITH ILS**

- *Your exhibit or exhibits may need to be shipped from an international office or factory*
- *Shipping and delivery both national and international, can be arranged via ILS, the official logistics contractor for the show. You will find our full contact details in the Exhibitor Manual*

#### **7. SUPPLY ALL REQUESTED OR REQUIRED INFORMATION FOR THE EXHIBITOR MANUAL OR EXHIBITOR PORTAL**

- *The Exhibitor Manual or online Exhibitor Area/Portal contains order forms for the services that you will require from the venue or from the show organiser*
- *Each service will have a deadline for completion and missing deadlines may incur surcharges for services like data, electrics and rigging*
- *Upload all marketing and promotion related content for your company using the Exhibitor Portal. This could include your show guide entry, press release details, white papers, reports, videos and any other content that you would like to make available to show attendees*

#### **8. MARKET YOUR PRESENCE IN ADVANCE OF THE SHOW**

- *Determine why attendees should make time to visit your stand*  
*Translate these “whys” into pre-show promotional messages to the people that you most want to meet*

- *There are many ways to publicise your presence; email; direct mail; webinars, through your website; telemarketing; trade journal editorials and advertising; video releases. Choose your vehicles and schedule the timing of your campaign*
- *Always tell your prospective visitors how to find your stand*
- *Don't forget to keep the show's Marketing Team informed regarding any product launches, celebrity visits or other newsworthy items that you have organised for the show. They will promote these for you too*

## **9. ORGANISE YOUR ON-SITE LOGISTICS ARRANGEMENTS**

- *If you haven't already booked empty case storage, do this via the ILS Service Desk inside the show halls*
- *Likewise, if you haven't booked return transport and shipping, you can book this too*
- *While at the Service Desk, ask the ILS team about arrangements for courier deliveries to your stand. Let your usual courier company know the details for on-site deliveries*

## **10. DECIDE HOW YOU WILL CAPTURE YOUR LEADS AND SALES INFORMATION**

- *Capturing leads and recording information accurately is very important. Poor data will produce poor sales results and will make the effective tracking of orders post-show, much harder to achieve*
- *If recording your leads using written forms, include a box for comments and further information. Insist that notes are written clearly*
- *The visitor registration supplier for the show can provide data capture tools that link directly to the visitor registration database*
- *There is an order form for lead capture devices within the Exhibitor Manual*

## **11. ORGANISE YOUR POST-SHOW FOLLOW-UP IN ADVANCE OF THE SHOW**

- *When you exhibit at a trade show you are in competition with other exhibitors for the attention and orders of the show's attendees*
- *Because of this, you need to organise your post-show follow-up measures in advance of the show. Time is of the essence when it comes to closing sales*
- *Write your email copy; have brochures ready for mailing; draft the copy for your website and for press releases*
- *Arrange the distribution of visitor leads with office staff (if they will be handling this) and provide clear instructions on the steps to be taken by them as part of your lead processing and follow-up strategy*

## **12. HAVE A SUCCESSFUL SHOW AND RE-BOOK FOR THE NEXT ONE!**

- *Keep your team motivated and focused on achieving the objectives for the show*

- *Use the opportunity for team building both during and outside of show hours*
- *Book your stand for the next event. Visit the on-site Sales Office for details on re-booking arrangements and confirmation deadlines*

### **13. REPORT AND TRACK YOUR RESULTS**

- *Evaluate the success of your show participation by comparing actual results with your objectives*

#### **Things that you can record and measure include:**

- *Leads collected*
- *Orders placed*
- *Average order value*
- *Highest and lowest order value*
- *The number of people who came onto your stand in response to an invitation*
- *Key prospect companies seen and the names and job titles of people from those businesses that attended*
- *Total value of quotes requested*
- *The number of appointments booked at the show*
- *The number of people who sat in on stand demonstrations or seminar presentations*
- *The value of all event orders placed to date*
- *Spikes in visits to your website*
- *Downloads of white papers, reports and other content*
- *The financial return on investment achieved*

### **13A. TRACKING YOUR RESULTS**

- *The only way to accurately know the return on your company's investment in an exhibition is to carefully track sales results post-event*
- *For an excellent and simple method for doing this, use the Attribution Calculator Template from Glisser*
- *You can access this if you copy and paste the url below into your web browser <http://info.glisser.com/event-roi-a-simple-method-calculation-template>*



# Show Planning Success Guide



**International  
Lifting & Shipping**

[www.i-l-s.co.uk](http://www.i-l-s.co.uk)  
024 7633 7955

## ABOUT ILS



### International Lifting & Shipping

International Lifting & Shipping, ILS, is one of the UK's leading specialists in event logistics.

Established as a business in 1989, we specialise in what are termed "complex logistics." Typically this sees us working on large scale events where detailed planning of traffic management, heavy lifting, and parcel distribution are all required services.

We are the only UK exhibition logistics contractor that also works in the construction industry via our sister company, IES. Complex lifting experience gained in construction, strengthens our service offering in events and increases the skills of our workforce.

We work extensively in the UK and mainland Europe and would be delighted to help you whenever you exhibit and require a logistics partner.

#### International Lifting & Shipping

*International House  
Colonnade Point  
Central Boulevard  
Prologis Park  
Coventry CV6 4BU*

Phone: +44 (0) 24 7633 7955  
E-mail: [lift@i-l-s.co.uk](mailto:lift@i-l-s.co.uk)

**EXHIBITORS** *Only*.biz  
Exhibit Like A Pro.

This guide has been produced by ILS, International Lifting & Shipping, in association with the publishers of Exhibitors Only, the inbox magazine and website that promotes best trade show practice. Subscription to Exhibitors Only is free and you can sign-up @ [www.exhibitorsonly.biz](http://www.exhibitorsonly.biz)

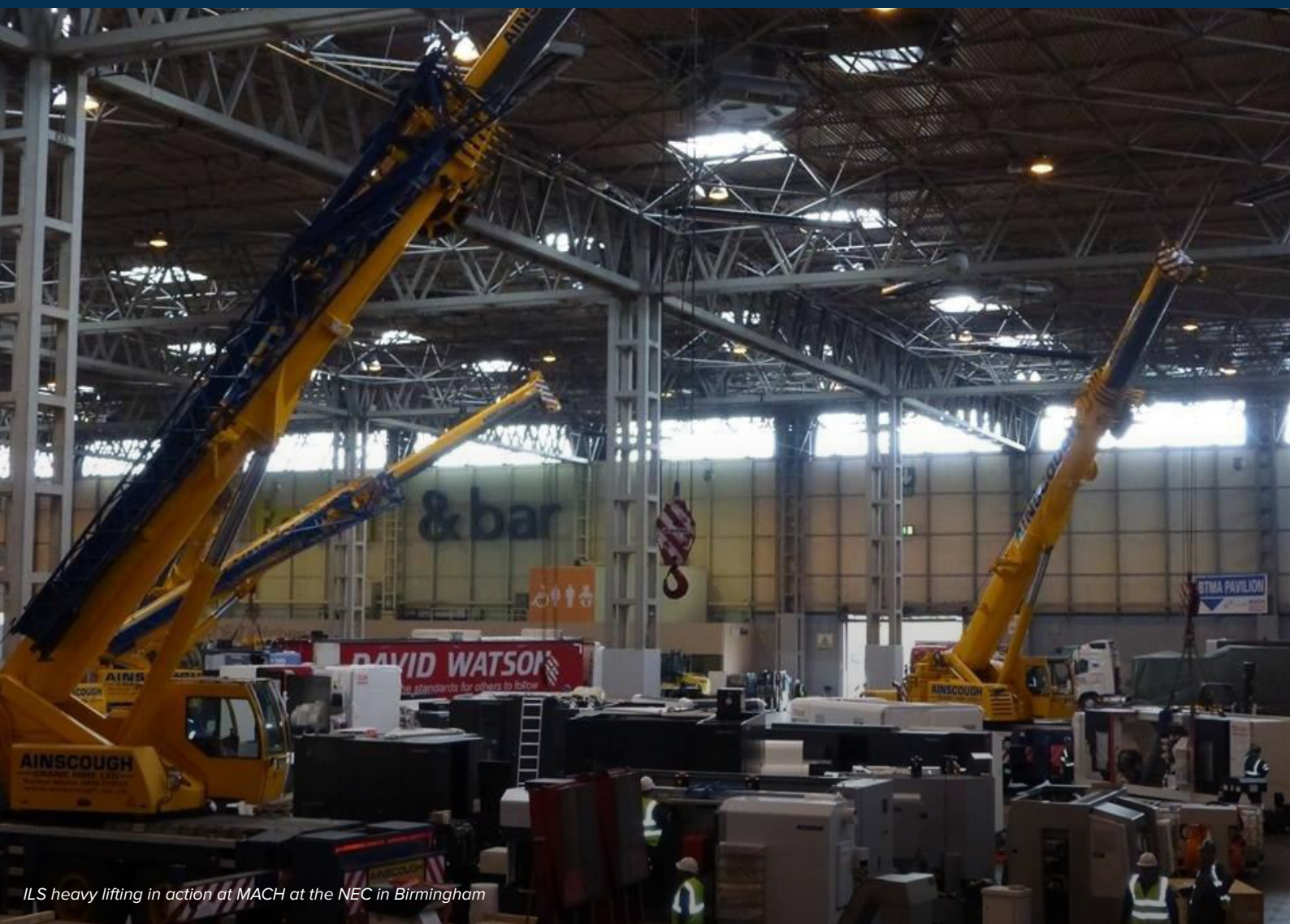


# International Lifting & Shipping

The Exhibition Lifting Specialists

02476 337955

[www.i-l-s.co.uk](http://www.i-l-s.co.uk)



ILS heavy lifting in action at MACH at the NEC in Birmingham