

Start by using the Official Service Contractor

Each trade show venue is different...

Different building requirements, labor pools, support services and business surroundings.

Knowing this - how do you stay in control of your time, budget and stress level?

The one way you can is by trusting and using the Official Service Contractor.

The Official Service Contractor has been selected by the Show Organizer or Association because they believe the contractor can provide you with the most efficient, experienced and effective trade show services. After all, your success is their success - all of which is tied to the Official Service Contractor!

Each and every customer - no matter the exhibit size or service need - is equal on the show floor. The Official Service Contractor is the only entity on-site with the full resources to address the expected and the unexpected.

YOU CAN BE IN TOTAL CONTROL.

What is ESCA?

The Exhibition Services & Contractors Association (ESCA) is the professional organization of firms engaged in the provision of material and/or services for trade shows, conventions, exhibitions and sales meetings. ESCA is the voice of the exhibition service industry, a clearinghouse for the exchange of information between members and all other entities of the vast trade show and convention field.

ESCA is a member of the Convention Industry Council, Center for Exhibition Industry Research and the Exhibit Industry Congress - organizations which are dedicated to addressing issues affecting the convention and exhibition industry.

ESCA and its membership are a source of facts and answers to the special problems that confront the convention service industry.

For more information or a list of members, call 877-792-ESCA for a list by city & state or go directly to our website at www.esca.org

ESCA

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Official Contractor Services Guide

How TO GET CONTROL ON THE TRADE SHOW FLOOR

ESCA

ACCESS TO FACILITY & SERVICES

The Official Service Contractor has the best access to the facility and all related show services. They are always on-site.

This means the Official Service Contractor is the company with the most access to the building, your exhibit, freight, rigging, rentals and labor. They don't have to call or wait on outside resources. If they are facilitating all of your services, they are in the position to work with you to put *you* in control of your trade show budget. No matter what your needs, they can and will make sure your exhibit is ready at show time.

EFFICIENT AND SAFE INSTALLATION & DISMANTLE

Most labor is provided from the same source, but the Official Service Contractor has the advantage. The Official Service Contractor typically has the advantage because of the volume of business conducted and because of long-term relationships established with the Labor Force in each major trade show city. They provide educational tools, training workshops, and safety seminars to ensure the efficiency and safety of your installation and dismantle. And, because of the volume of work on the show floor, most contractors are able to redirect your labor and redistribute when necessary - at no expense to you.

YOUR BEST RESOURCE

The Official Service Contractor is equipped to handle all of your meeting and exhibit requirements as well as your creative needs. And who better to serve you... the Official

Service Contractor is the one who has worked most closely with the Association/Organizer to review the site in advance, develop the floor plan, know the services necessary for a successful show, handle special events both on-site and off-site and much more.

Services offered include:

- Carpentry/on-site touch-ups
- Cleaning
- Exhibit rental and custom build options
- Floral services
- Furniture, carpet and drape rental
- Graphics and signage
- Labor – Carpenter/Decorator
- Material handling (drayage) and storage
- Overhead rigging
- Photographic services
- Rental systems - Computer, multimedia, theatrical, audio
- Rigging, forklift
- Safe, timely delivery of your exhibit materials
- Security
- Special event planning and support
- Talent/Hospitality services
- Utilities

SAVING YOU TIME & MONEY

The Official Service Contractor understands that today's exhibitors evaluate a show as it relates to cost. Leveraging each Exhibitor's investment is the goal of the Official Service Contractor. And, because they know Show Management, are familiar with the facility, and truly understand "show business", they can help you implement your trade show strategy for maximum impact. Avoid the pitfalls... save both

Tips for success and reducing stress!

- Make copies of all orders placed and payment method. Take them to the show.
- Create a Master Contact List complete with names & phone numbers of key contacts.
- Have shipping tracking numbers, carrier information & reference numbers handy.
- Take electronic art files with company logo and key graphic elements as a backup resource or have the files easily accessed via email.
- Have confirmation numbers for car rental, hotel and "after hours" numbers.
- Make sure there is a complete set of construction documents, setup drawings, elevations, and a materials and finishes schedule in your gangbox and carry a set with you.
- If your freight-exterior crate or interior materials are damaged when they are delivered to the exhibit, contact the Official Service Contractor immediately. Take pictures and document all damage in writing. Be sure to get copies for reference.
- Wear comfortable shoes and loose clothing for setup and dismantle.