

TRADE SHOW

Case Study I - Team Chicago

CUSTOMER: Hitachi America, Ltd, is headquartered in Tarrytown, NY. Hitachi and its subsidiary companies offer a broad range of electronics, power and industrial equipment and services, particle beam therapy technologies, automotive products, and consumer electronics, with operations throughout the Americas.

There are a variety of divisions including the Digital Solutions Division, which provides high quality audio visual products such as Ultra HD televisions, LCD and DLP projectors, and sales and support cameras. Its Energy Solutions Division delivers solutions such as microgrids, battery energy storage systems and grid stabilization systems.

The Healthcare Division provides radiation treatment services to caregivers that allow patients to live their normal quality of life. Hitachi America Industrial Components and Equipment Division supplies sophisticated electrical and electronic industrial equipment and components for use in pharmaceutical plants, food and beverage processing, steel making, mass transit systems, chemical plants, and other manufacturing facilities. The Industrial and Infrastructure Systems Division offers technically sophisticated equipment and systems designed to support the advanced engineering needs

of industrial facilities for now and in the future. Core products include electric motors, industrial compressors and turbine generators.

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David Sanne, Trade Show Specialist at Team Worldwide Chicago

NEED: For the past four years, Hitachi America has depended on Team Worldwide for shipments to trade shows. Team has packaged and shipped items on time without any damage. From booths and equipment to all marketing materials, they all travel together from a starting point to a final destination. Hitachi America has done food expos along with medical events all over the country and put on about a half dozen shows

annually. On average, Hitachi America ships about 4,000 pounds of equipment.

SOLUTION: Team Chicago is ready for the call from its customer and has a caravan waiting for them. "It is a time sensitive nature," said David Sanne, trade show specialist at Team Worldwide Chicago. "We map out the entire booth from the bottom up and manage from start to finish. Our customers rely on us for pickup, for delivery, and advance warehousing." Team handled the management from start to finish, doing its homework on each item and making calls watching out for the client to make sure everything is secured tightly. Team handles onsite, organized storage solutions that are climate controlled. Team takes a look at the site and makes sure everything is there that is needed to be there. At its most recent delivery in April, Hitachi America shipped from Charlotte to Denver. The products, which included 2019 Craft Brewers, were delivered on time with no complications or issues.



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Case Study II - Team Cleveland



CUSTOMER: RGI Creative, based in North Ridgeville, Ohio, creates displays and exhibits for trade shows, retail stores, and museums. They are thinkers, designers, and builders. RGI Creative provides several services such as account supervision and project management, shipping, on-site supervision, post installation service, and exhibit maintenance, fabrication and installation oversight, and warehousing. The company was founded in 2006 by father-son duo, Dan and Ryan Gerber by merging two distinct but related companies.

NEED: RGI sent a full truckload of exhibit material to Anchorage, AK, for one of their largest clients, Rockwall Automation. Although they arranged the truckload themselves, using their own equipment, one very important item (electric coils) was accidentally left off the truck in error and it was not noticed until the day the truck arrived into ANC. RGI received a call from its client about this much needed

missing case. The shipper, finding this out late in the day due to the four-hour time difference, knew who to call – Team Worldwide.

SOLUTION: Team received this panic-stricken phone call at around 6 p.m. about the shipment and RGI needed the shipment to arrive overnight. "Urgency is always a key factor when handling trade shows – and every minute matters.

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Due to the weight, size, and the unit being on wheels, Team was very limited on what kind of airlift we had to exit Cleveland. Team had already missed the cut-off for the integrated carriers like FedEx and UPS due to the lateness of the day. However, Team Worldwide Cleveland gathered all the options and brainstormed together understanding the client's need and the urgency of the shipment. Being familiar with the airlines, Team decided that running a hotshot to the Chicago airport to catch the first direct flight in the morning to Anchorage on United Cargo Airlines was the best option.

Because of the urgency, Team kept its client updated throughout the whole shipment process, from the shipment being tendered to the airline in Chicago, confirmed on board the flight and when the flight arrived in Anchorage. Team Worldwide, being familiar with the trade show industry system wide, and our partners, our delivery agent in Anchorage was

made aware of the urgency of this shipment. They had a driver waiting at the airport when the plane landed and were able to recover the shipment quickly and to the client in record time. The shipment successfully arrived the next day and delivered by 3 p.m.

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Case Study III - Team Tampa



CUSTOMERS: Team Worldwide Tampa works with two primary clients: Exhibit Services, Inc., and C-1 Trade Show Services, both exhibit management companies. They are two decorators that put the entire show together whether it's marking the show floor, setting the pipe and drape, laying carpet or moving freight.

Exhibit Services, Inc. has been a nationwide independent trade show contractor since 1989. They produce medium to small-sized events, but provide the type of service a huge decorator would provide. Its nationwide network of receiving warehouses gives them the advantage of offering exhibitors better and less costly

shipping options. Through its website, it provides an easy way to present information, and through technology, provides management and ordering of booth equipment and services.

C-1 Trade Show Services is a family owned business started in 2005. C-1 provides new ideas, quick follow-up, superb graphics and a team environment. C-1 offers management, customer and exhibit services. They anticipate the customers' needs and offer solutions to help make trade show events successful.

NEED: As a decorator for trade shows, both Exhibit Services, Inc., and C-1 Trade Show Services need a preferred carrier for

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David Hubbell, Branch Owner, Team Worldwide Tampa

their shows. They need a carrier who is not afraid to solicit all the exhibitors for their freight into and out of the show. Team Worldwide deals with both decorators on a daily basis and delivers to domestic locations.

SOLUTION: Team Tampa is ready for the call for trade show pickup and delivery. "We know the ins and outs of the business. When we started 20 years ago, most competitors didn't send a representative, just let the decorator do the work. I, or one of my staff, attend each show and manage the freight into and out of the door," said Hubbell.

Team provides the advance warehouse for each show and receives the freight for the show up to 30 days in advance. Team warehouses or stores the freight then delivers it directly to the show site. Team Tampa sends a staff member to travel to each show and manage all aspects of the freight into and out of the floor.

Team solicits each exhibitor directly on the show floor. For all clients that choose to use its services, Team would deliver each of them their Bills of Lading as well as their address labels prior to the show.

As the preferred carrier, Team Tampa receives any of the freight that was left on the show floor at the end of the show by carriers that did not show up. The entire staff is dedicated to their customer's requirements being met 7 days a week, 24 hours a day and 365 days a year - it's all about the commitment.