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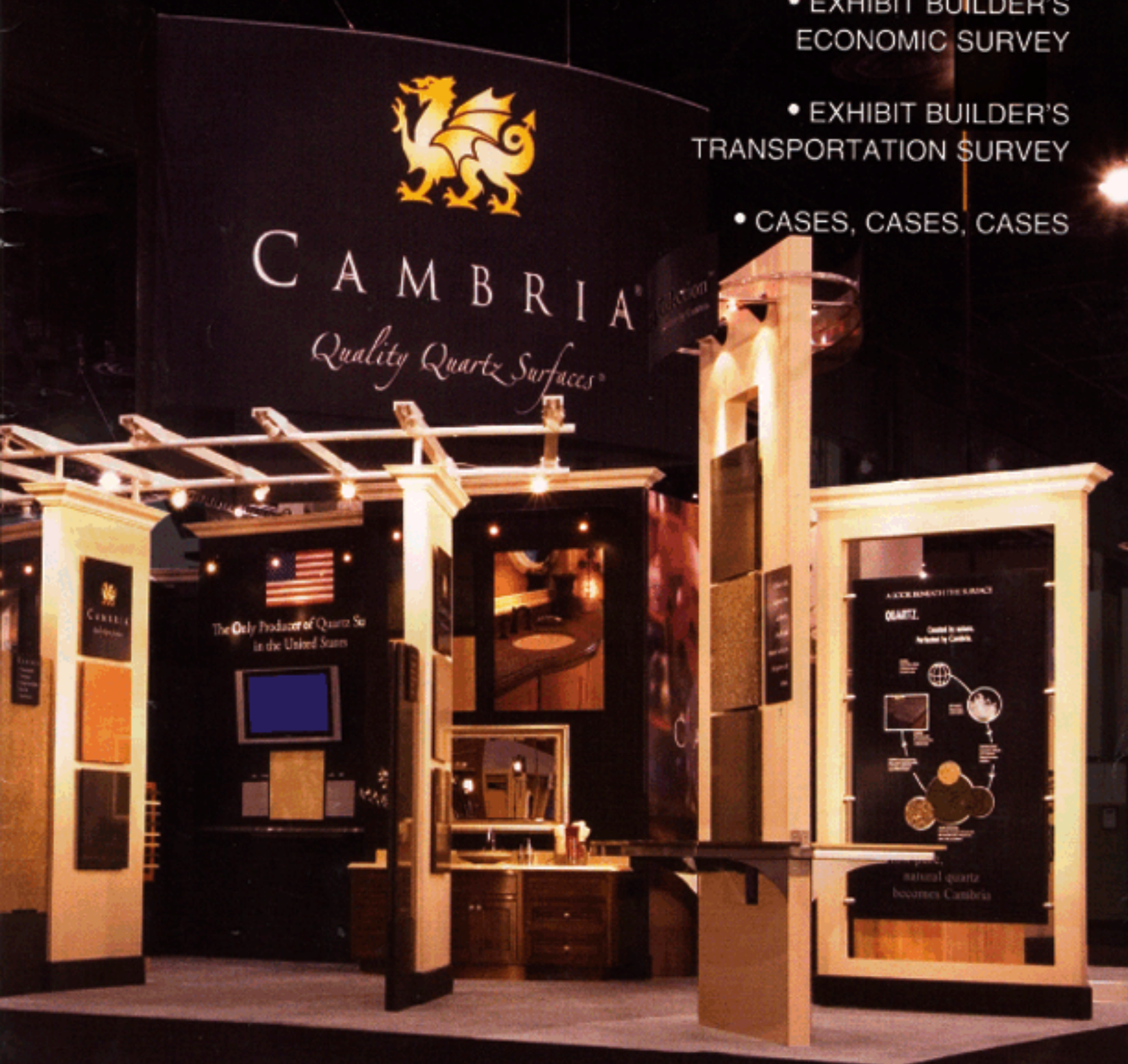
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Building Relationships – Delivering Success

by Greg Risner
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Roadway Express
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When you are in charge of your company's trade show transportation, you rely on your shipping partners to make sure your materials are moved when they need to be moved and arrive when and where they need to arrive. Displays, booths and marketing materials are typically costly, one-of-a-kind items requiring extra care and handling and need to get to a venue when planned. The delivery of the trade show booth and materials to the show site is the critical link between show planning and execution, leaving no room for mistakes.

Scott Fagen-Newman, founder of Liberty Convention Freight Services in Ardmore, PA, understands this and works hard to ensure his customers' shipments arrive on time and intact. "Failure is not a luxury in trade shows," said Fagen-Newman, who has been moving freight for more than 26 years.

Whether you are a first-time shipper or a seasoned professional, you will have a more successful experience if you are educated and partnered with a carrier you can trust.

He describes Liberty C.F.S. as "a unique company – we accomplish our goals every day." Liberty is 100% devoted to trade show and convention freight services, and identifies itself as a full-service provider.

"We're involved with a variety of business associations," said Fagen-Newman. From high-end medical and computer trade shows to all types of consumer shows, Liberty is delivering trade show materials to many types of customers all over North America."

Liberty has a strong customer base in the U.S., but now that they have recently opened a new office in Montreal, Canada, and have expanded their Toronto operations, they are better positioned to serve.

It doesn't stop there. Through their partnerships, Liberty is also able to service U.S. and Canadian exhibitors moving freight internationally. Liberty has recently coordinated shipments for shows in Germany, Amsterdam and South Africa.

Servicing Customers

Whether you are a first-time shipper or a seasoned professional, you will have a more successful experience if you are educated and partnered with a carrier you can trust.

Liberty suggests to never attend a show without knowledge of who your carrier is. "Don't walk away saying 'who was that masked man I gave my freight to?'" said Fagen-Newman. He also suggests budgeting ample transit time for your shipment – not only is this more economical, but also allows for situations beyond anyone's control, like Mother Nature.

Liberty has six levels of service to meet customer's needs: overnight (one day), express (two day), deferred (three day), economy ground (five day), full trailer load and international freight forwarding and customs brokerage.

According to Fagen-Newman, Liberty chooses a primary carrier for each level of service. "We choose the best carrier in each area based on service first and cost second."

Liberty partners with its suppliers to understand their business, and develops relationships with them to better service their customers. To ensure snag-free deliveries, Liberty monitors shipments with its carriers on a daily basis to make sure shipments are flowing through the system correctly. "Clients demand on-time deliveries without incident," said Fagen-Newman.

Liberty relies solely on Roadway for its surface transportation needs. Fagen-Newman especially appreciates the Roadway guarantee for trade show transportation. Roadway is the first and only transportation services provider to offer guaranteed service for complete, on-time deliveries for all exhibit shipments in-bound to any trade show site in the U.S. and Canada, at no additional cost to customers.

"Client investments in trade show booths and materials can add up to the hundreds of thousands to the millions. Through our relationship with Roadway and their understanding of customer service, we can be sure our shipments will arrive problem-free," said Fagen-Newman.

Fagen-Newman recalled a recent difficulty a Roadway

driver experienced with a pickup: “I received a call from a Roadway driver saying he was having trouble making an important pickup for a new customer at 7:30 p.m. on a Friday night. We worked through it and made sure the freight was picked up and arrived at its destination. Most drivers would have taken the easy way and said the business was closed. The Roadway driver took the initiative to call for assistance. This proves that the Roadway philosophy of customer service is company-wide.”

Communication Is Key

“We recognize the importance of each shipment – tracking and tracing all freight, no matter what the size,” said Fagen-Newman. Liberty coordinates 100 to 120 shows per year, with shipments ranging from a 50-pound package to thousand-pound crates.

“We never go to a carrier for cheapest prices – customer service is always our first priority. Roadway has proven time and again: communication and customer service are keys to success,” said Fagen-Newman.

Because Liberty is in constant communication with its Roadway Customer Care team, the company, and their customers, have accurate information in real-time. And, according to Fagen-Newman, “An informed client is a

successful client.”

Often working midnight to 6 a.m., Fagen-Newman interacts with his Roadway transportation team every day. He relies on the whole Roadway system, from his Customer Care Team to the exhibit transportation 800 number. “Based on initial service, I found the Roadway’s 24/7 800 number provided great customer service,” said Fagen-Newman.

Liberty also utilizes my.roadway.com as a tool for managing their shipping. Liberty goes online to print out necessary paperwork, send information to their clients, obtain pricing and even send shipment requests.

Capitalizing On Capabilities

As an important key to success, Liberty relies on their service providers, like Roadway, to provide accurate information and easy-to-use capabilities.

“If Roadway doesn’t have the right information, they will make the call and get it for us,” said Fagen-Newman.

And, with fewer calls having to be made, the amount of operation time has also been cut down. “Because of Roadway’s efficiency, our people are more productive.”

Liberty is in the process of expanding their offices, but Fagen-Newman said “as Liberty services expand, we can count on Roadway.” *eb*