



Trade Show Cost Savings Overview

Shipping - What Determines the Price

One of the more costly Trade Show related expenses is Shipping. The cost to ship an exhibit to and from a trade show can be in the thousands for each show. If your company participates in several shows a year that expense can really add up.

By simply reducing your shipping expenses by 10% or even 25% you can generate an incredible annual savings. The savings can be used for more valuable show related activities. There are many show related activities that will provide a much better use of your budget than shipping expenses. Activities such as customer hospitality events, client dinners, giveaways and samples.

Shipping

The cost to ship a display to and from a convention center for a trade show are based on three elements.

1.) Weight - There are two methods for calculating the weight of your freight and the freight carriers will always charge you for the higher cost option. The first method is based on the actual total weight of the entire shipment. However, if you are shipping large items that are light weight the carriers will calculate the "Dimensional Weight" of the items and will adjust the shipment cost based on the dimensional weight method. Contact CDS Displays at 203-386-0750 if you would like to learn the formula used.



2.) Timing - The cost to ship your display and exhibit materials will vary greatly based on the time allotted to the freight carrier. If you need to ship a large exhibit from Chicago to Florida in 3 days the cost will be significantly more than if you can provide the freight carrier 5 days or 7 days for the shipment. Beware of bargain prices if you are shipping based on the fact that you have a lot of time. Many discount shipping brokers will move your freight from truck-to-truck several times in an attempt to utilize open space on trucks. This will most often cause additional stress on your shipping crates and lead to more wear and damage. Another Timing element that can increase your shipment costs is **Target Move-in** and Pick up requirements that are dictated by show management. It obviously costs more to specify that your freight must be delivered after 1 PM and no later than 3 PM on a specific day than if you have a two-day window for delivery.

January	February	March
April	May	June
July	August	September
October	November	December

2.) Distance - The cost of shipments is also based on the distance that the shipment has to travel. This is much less of a concern if you are shipping a lightweight portable exhibit versus a large custom crated exhibit. There is a basic cost for a shipment to cover the pickup, delivery and transport. After that cost is calculated there is a calculation based on labor, and fuel. For example the cost to ship from New York to Atlanta will be "X" and the added cost if that shipment were from New York to Florida (instead of Atlanta) may be "X" plus 20%. If "X" was \$5,000 to start - adding 20% would be an additional \$1,000. However if "X" were only \$2,000 the added 20% would be far less. (\$400)



More Information available at CDSdisplays.com/costsavings