



# Trade Show Cost Savings Overview



## **DRAYAGE** *Material Handling*



Possibly the most costly Trade Show related expense is **Drayage**. This is the word that is often used in the trade show industry to describe the cost of "**Material Handling**." Material handling is simply the act of unloading the truck(s) that deliver your freight (display materials) to a convention hall.

The cost is based on the actual weight of the materials that you are bringing in the building. The costs will vary greatly from state-to-state and venue-to-venue, but the cost is always based on weight. Your services order forms for a trade show will include a "material handling order form." This form is used to help you calculate (and pre-pay) for your drayage.

The formula that is most often used is cost (varies by show) per every 100 LBS of materials coming in the building. The price per 100 LBS can range from as low as \$60 to well over \$100. (per 100 LBS). CDS Displays is located 1 hour from New York's Javits Convention Center. The rate that we often see at Javits Center is actually over \$100 (per 100 lbs) therefore we will use \$1 per pound for drayage as a example figure for the remainder of this worksheet.

### **Drayage** (Material Handling)

The cost to unload your freight at a convention center and deliver that freight to your booth space.

**Worksheet** The following is an example of the formula used to calculate the cost of material handling on most "Material Handling Order Forms."

Contact [CDS Displays](http://CDSDisplays.com) at 203-386-0750 if you would like to learn how to reduce this expense.

Weight of Shipment	Multiplied by Cost per 100 LBS	Example Drayage Cost	<b>Annualized =</b>	Number of Shows per Year	Total Annual Drayage Expense
Example 4,300 LBS	Example \$100 per 100 LBS	Example \$4,300		Example 3	Example \$12,900



### **How Much Can you Save on Material Handling?**

At the 2010 HBA Show in New York - CDS provided an exhibitor with a 20' x 50' display that included 2 large overhead rotating towers, a private conference room, 3 large display cases and a serpentine truss system throughout. This entire exhibit weighed only 1,800 LBS total. It shipped in three 4' x 4' x 4' plastic tubs. The drayage cost was just under \$2,000.

This client's neighboring booth had a very similar 20' x 50' exhibit that showed up in 19 wooden shipping crates that were approximately 4' x 4' x 8' each. We estimated that this client spent roughly \$20,000 on their material handling.

By simply reducing your drayage expenses by as little as 20% or as much as 70% you can save thousands of dollars from your trade show budget which can be used for much more valuable show related activities.

**More Information available at [CDSdisplays.com/costsavings](http://CDSdisplays.com/costsavings)**