ABSOLUTE EXHIBITS

Coming to America

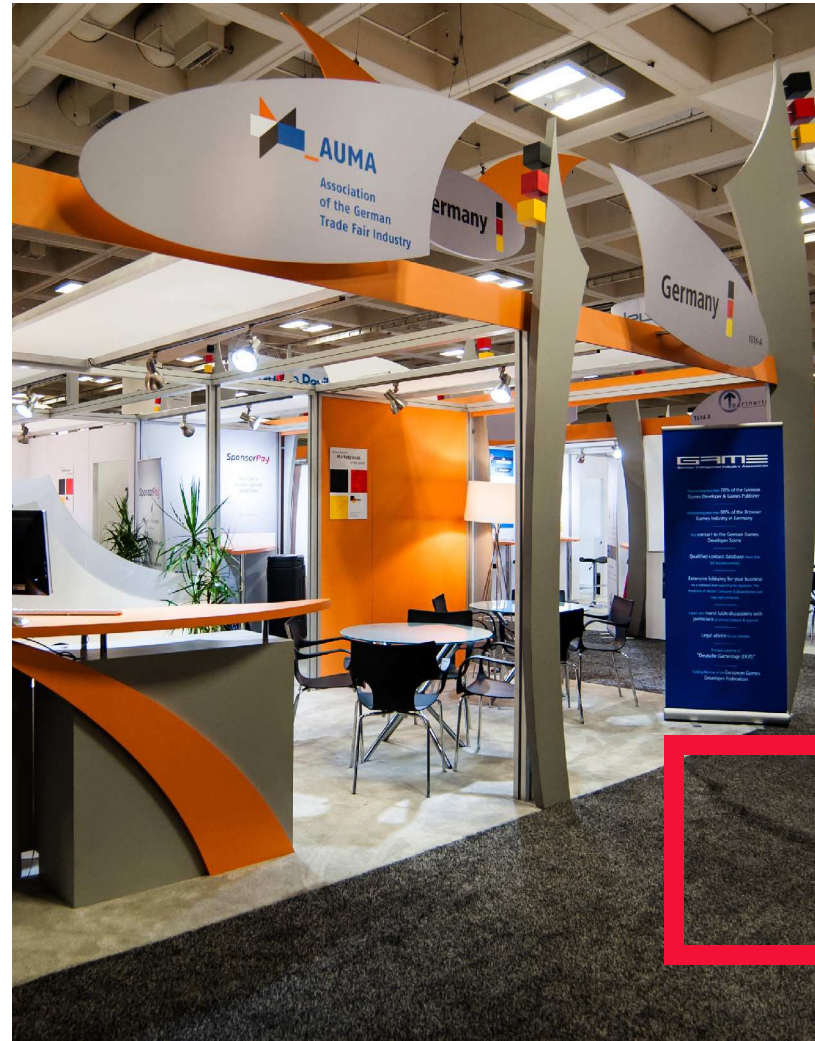
Successfully servicing foreign clients for two+ decades utilizing cross-cultural communication

THE CHALLENGE

American Do's & Don'ts

Welcome to the reality of trade shows in the USA! In an ideal world, your exhibit company would handle everything seamlessly. When it comes to trade shows in the USA, the list of do's and don'ts may feel never-ending.

Experience the excitement of trade show floors in America! While trade fairs may seem familiar at first glance, there are unique aspects to the American approach that you need to uncover. From securing and building an exhibit to navigating the hidden pitfalls, we are here to guide you. Whether you're a seasoned exhibitor or new to the scene, these thoughts and ideas will help you thrive within the American trade show system. Get ready to make a lasting impression!



THE SOLUTION

Work with an exhibit partner that designs, manufactures, and builds on American show floors

Magnifying your business' scope and making a mark on the global world is the rising trend of the modern era. Our experience spans across borders and cultures, working with companies from around the globe. Where ever you are based, Europe, Asia, or anywhere else, we understand the nuances of international business and can provide tailored solutions to meet your specific needs. Our team is well-versed in cross-cultural communication, logistics, and industry practices, ensuring a seamless experience regardless of your location. Trust in our international expertise to deliver exceptional results for your trade show endeavors.

FOREIGN PRICING

The European pricing model includes most aspects of an exhibition bill, such as design, manufacturing, show services, project management and installation and dismantle, along with shipping. That is not the situation, in 95% of cases in the USA.
Prices are done per service and are estimated rather than set with after show billing standard.

DOMESTIC PRICING

The word estimate changes the bottom line of every sales order. In the USA, most exhibit houses estimate large parts of sales orders because time, union hours, and material costs may not be certain. However a small group of exhibit companies do guarantee exhibit prices and in some cases installation and dismantle pricing upfront.

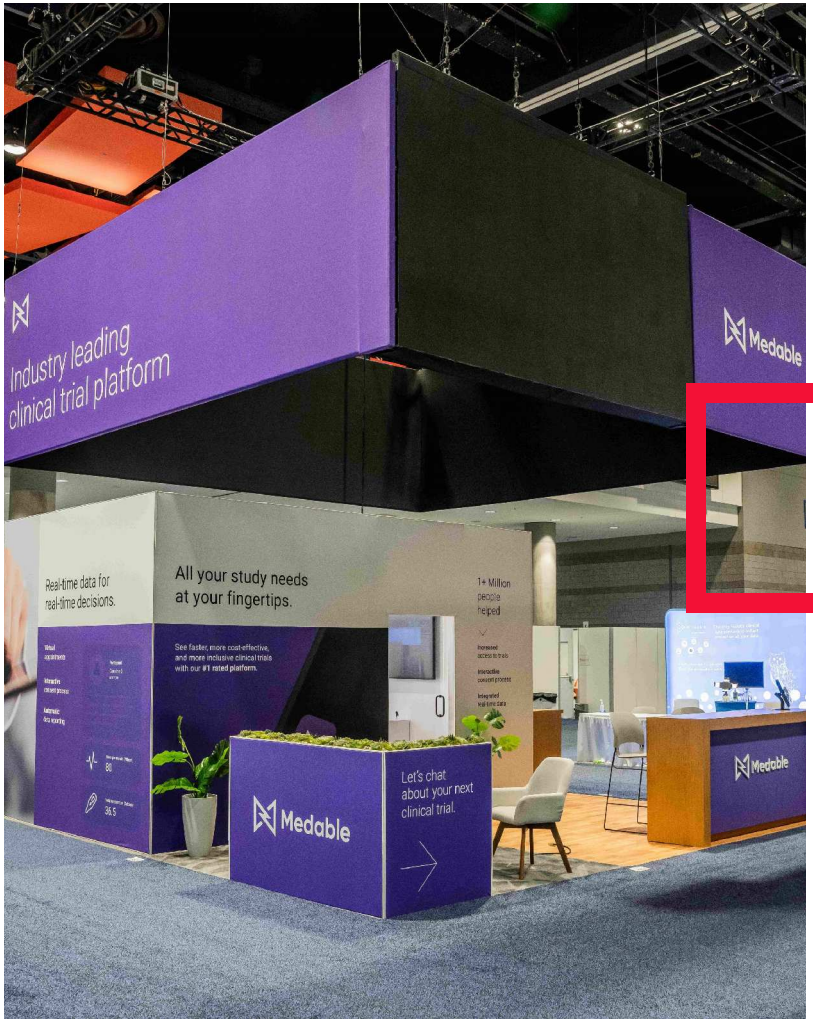
CHOOSE EXHIBIT HOUSES WISELY, BASED ON PRICING MODELS & REFERENCES

THE ISSUE

American Trade Show Unions

Trade show venues often rely on union labor to support local employment. While this ensures job protection, it also imposes restrictions on tasks that can be assigned to non-union workers.

The presence of mandatory show labor leads to strict monitoring of labor activities, and it's not uncommon for trade show booths to receive warnings or face immediate closure for any perceived misconduct. Such incidents can cause delays and unnecessary stress. Furthermore, the skill levels of workers can vary depending on the city. From apprentices to journeymen, the workforce may exhibit different levels of expertise. Unfortunately, in certain cities, the labor force may be less skilled or, in some cases, even unskilled.



THE ANSWER

Collaborate with an exhibit house that oversees all aspects beyond the exhibit build and knows the working labor on the show floor.

Navigating these labor complexities requires careful planning and understanding of local regulations. With our experience and expertise, we can help you navigate these challenges to ensure a smooth and successful trade show experience, regardless of the city or venue. Unlike European shows, virtually all show services must be ordered from and paid to the show contractor, including electricity, electrical labor, drayage, plumbing, rigging, cleaning, emptying trash and all food services. Our all-in-one billing overseen by an assigned project manager allows our clients to arrive at the show on their own schedule.

WORLDWIDE TRADE FAIRS

Surprisingly, European, and Asian shows are much more equitable in allowing exhibitors to work with innumerable outside resources for their exhibit presentation. In the USA clients must work with official trade show associations that contract with general show contractors who in turn mandate particular companies to offer show services. Since the laboroers are paid hourly there is no incentive to complete a job quickly. In the case of Absolute Exhibits within our sales order contract we send our own I&D leads to every show to oversee all labor.

DOMESTIC TRADE SHOWS

American trade shows typically run for 2-3 days – unlike European trade fairs, which may last a whole week. As a result, attendees rush through the exhibit hall to their designated appointments while quickly glancing around at other booths. Make it easy for them to spot you with attractive graphics and simple, effective messaging.

ONSITE LABOR MONITORING KEEPS COSTS IN LINE

THE OBSTACLE

American Deadline Culture

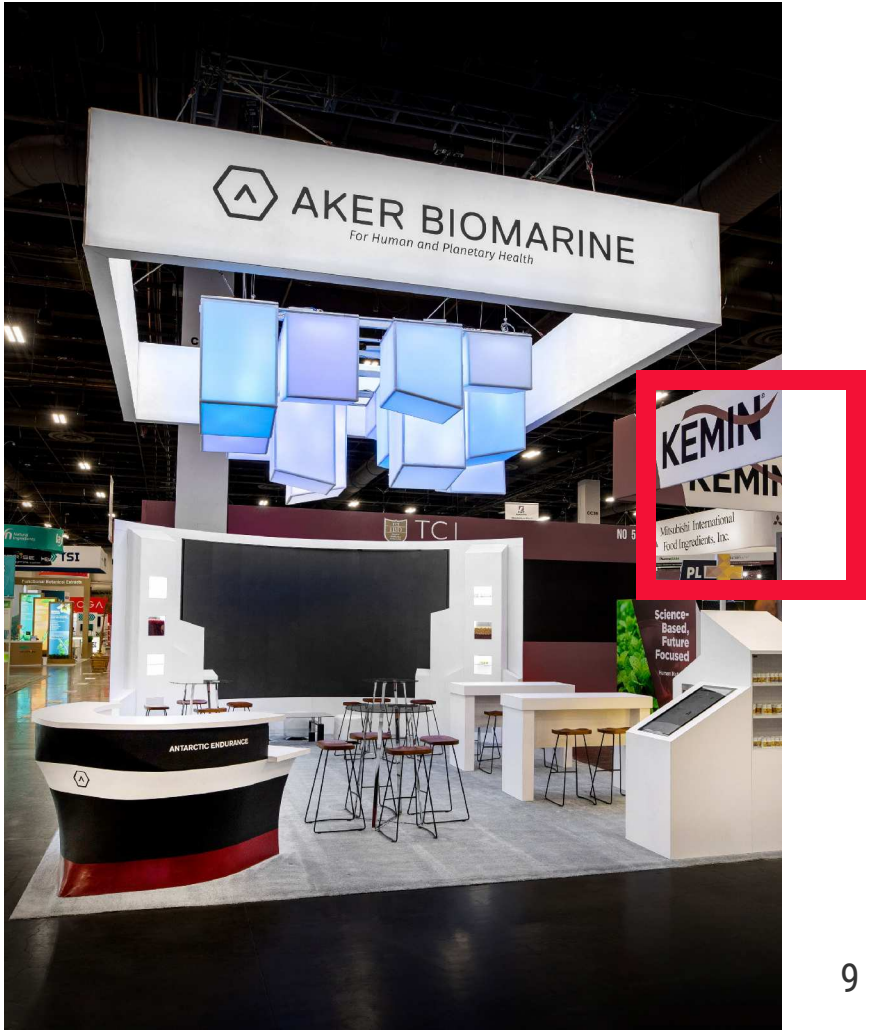
The USA is a controlled-time culture. In the exhibit business deadlines are set first by the show management as representatives of the show association. In order to meet the show deadlines and to keep client budgets in line these deadlines must be met.

Describing the urgency of a project or deadline in ways that resonate with the other party is an uphill battle for us. For cultures with a built-in priority for punctuality and deadlines, simply informing them that you have a firm deadline is enough. For clients who live with delays and fluid timelines the realization of what the consequences will be if the deadline is missed is far more difficult to convey

THE RESOLUTION

There is a relational fall out that occurs if timely follow-through doesn't happen. There are no delays in the trade show world because the trade show will go on whether you are ready or not ready.

It is better overall that once a deadline date is given and then explained to a prospective client and not met; it is best for us to not move dates and attempt to build a project. This only amounts to unhappy clients, more missed dates to receive graphic files, and furnishings and resource orders that cannot be fulfilled by material vendors. We ask that clients take this all into consideration before beginning to work with us. We are neither unmoving nor unbending. We want every client to receive what they are expecting and late orders will preclude that from happening for all of our clients. There is no way in good conscious that we can jeopardize a group of clients for one or two latecomers.



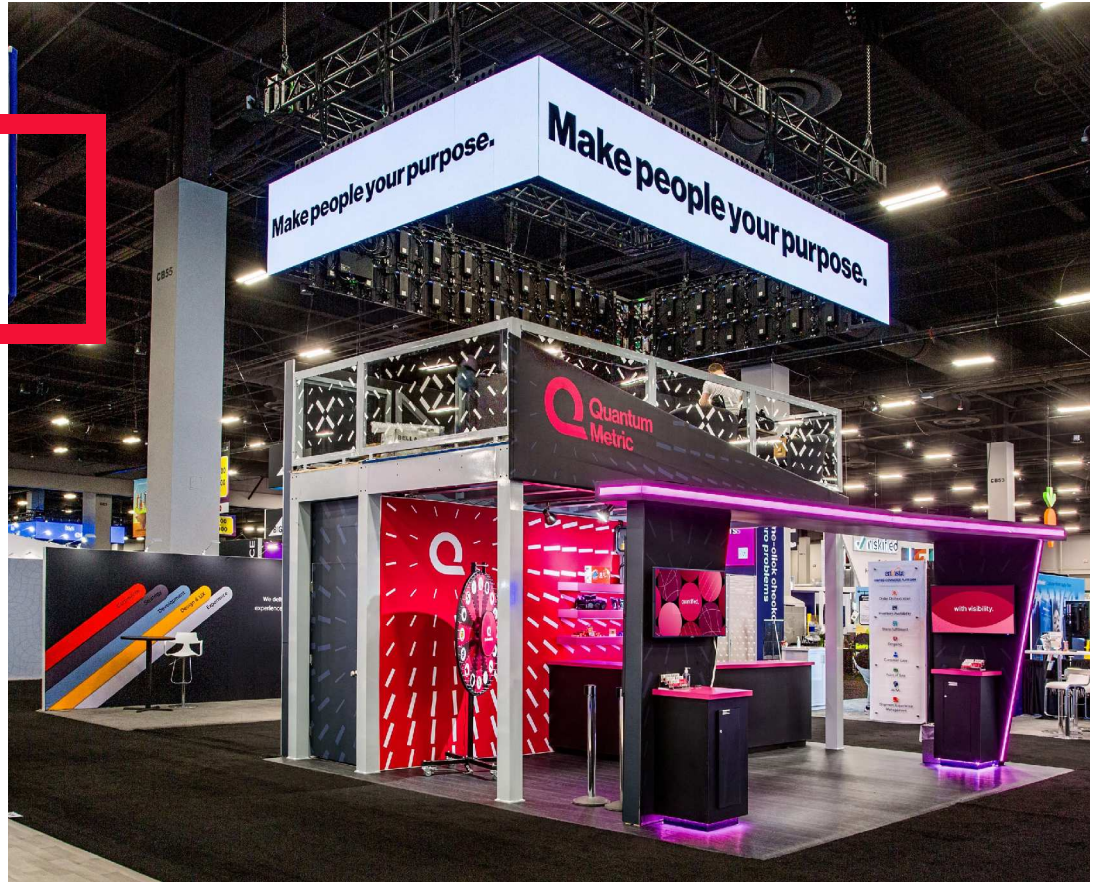
FOREIGN APPREHENSION

Building trust in business relationships can be challenging, especially when language, culture, and processes are unfamiliar. This is particularly true when exhibiting internationally, where cautionary tales of doing business in foreign countries abound, leading to natural apprehension among business professionals.

DOMESTIC CERTAINTIES

There is no consistency across trade shows, with rates and union rules varying not only across the country but even within the same city. Additionally, the mandatory bill of lading requires non-U.S. exhibitors to share information that may be considered invasive in their native culture, adding to their apprehension.

REDUCE FEARS BY TEAMING WITH THE RIGHT EXHIBIT HOUSE



THE CONCLUSION

ABSOLUTE EXHIBITS

Collaborating with a reputable exhibit company is crucial in alleviating the worries of international exhibitors and offering them the necessary expertise and guidance to navigate the intricate landscape of trade shows in unfamiliar territories.

In America, you must present yourself in the best manner your budget allows in order to be competitive. One great exhibit in a large industry show is far more impressive than three small exhibits in three shows. At least 30% to 40% of a trade show exhibit bill is for installation, dismantlement and services – all these are normally estimated costs on a sales order. Absolute Exhibits guarantees all of those costs using their proprietary European system of sourcing and billing. There are never post-show charges unless the client adds to the original bill.

Through our exclusive project management system all show paperwork is completed with our clients, the assigned project manager acts as the liaison within our company departments as well as working one-to-one with our assigned lead supervisor on the show floor. There are no additional charges for these services. Absolute Exhibits holds the hand of every client from beginning to project end.

ABSOLUTE EXHIBITS

Coming to America

Teaming with clients from around the world to create successful trade show exhibit projects

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