

Look Behind the Drape of the Official Service Contractor

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EVP Business Development

Large Show Roundtable

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GSC Business Model/Official Services Provider

SHOW ORGANIZER SERVICES

GSC contracts with the Association/Organizer for Design and Build of all show management areas:

- Registration
- Wayfinding
- Graphics
- Aisle Carpet
- Show Décor
- Association Membership Booths
- Furnishings
- Cleaning
- Aisle Signs
- Large Format Banners & Directionals
- Specialty Areas
- Housing
- Logistics
- Floor Plan Development

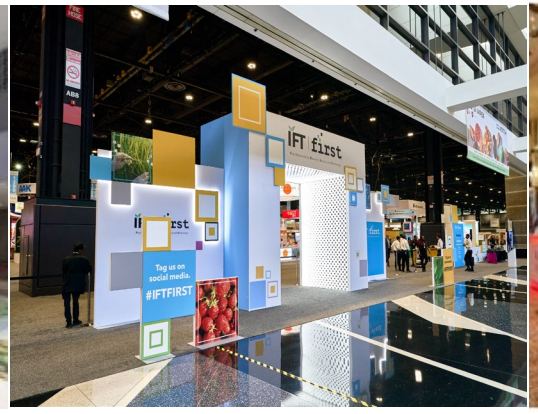
Creative, Strategy, Marketing
Sponsorship/Activations
Exhibitor Education
Exhibitor Pricing Packages

EXHIBITOR SERVICES

GSC is appointed by the show organizer to provide exclusive and preferred product and services to exhibiting companies:

- Exclusive – all unloading and reloading of material handling, electrical, plumbing, in-booth cleaning, overhead sign hanging, forklift labor, rental of mechanized equipment, staging.
- Sole recommended provider for standard and specialty furniture, standard/custom carpet and flooring, exhibit rental, installation & dismantle labor, transportation /GES logistics, graphics/signage, custom booth builds











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CASE STORY

IMTS: CREATIVE WAYFINDING

McCormick Place Convention Center | Chicago, IL

GES + IMTS POWERED BY AMT

THE CHALLENGE

NAVIGATING A MASSIVE SHOW FLOOR

With IMTS spanning four expansive buildings, attendees often face challenges navigating the vast show floor. The GES design and show planning team was tasked with developing a creative and intuitive wayfinding system that would simplify navigation and improve flow throughout the venue.

THE SOLUTION

A COLOR-CODED WAYFINDING SYSTEM

GES introduced a bold, visually engaging solution: an eight-foot-tall directory for each building, paired with color-coded directional carpeting. Each building was assigned a unique color, which was reflected in the carpet that guided attendees through multiple levels. Along the route, strategically placed directories reinforced orientation and helped attendees stay on track.

THE IMPACT

ENHANCED EXPERIENCE AND ENGAGEMENT

IMTS 2024 welcomed 89,020 attendees and 1,737 exhibitors, delivering a dynamic and immersive digital manufacturing experience. The new wayfinding system played a key role in helping attendees efficiently explore the show's vast offerings.

QUICK STATS

THE LARGEST MANUFACTURING TECHNOLOGY TRADE SHOW IN N.A.

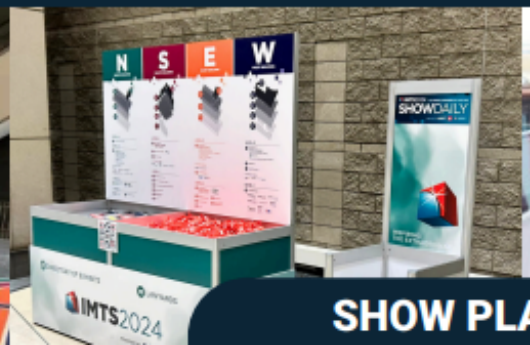
IMTS draws a global audience of professionals eager to explore the latest in industrial machinery, automation, and manufacturing technologies.

1.7k Exhibitors **1.2M** NSF **89k** Attendees











SHOW PLANNING

How Can This Map Help You?

Your GSC has Resources & Experience to Assist with Venue/City Selection



Initial Steps Required on Day 1 of Move In

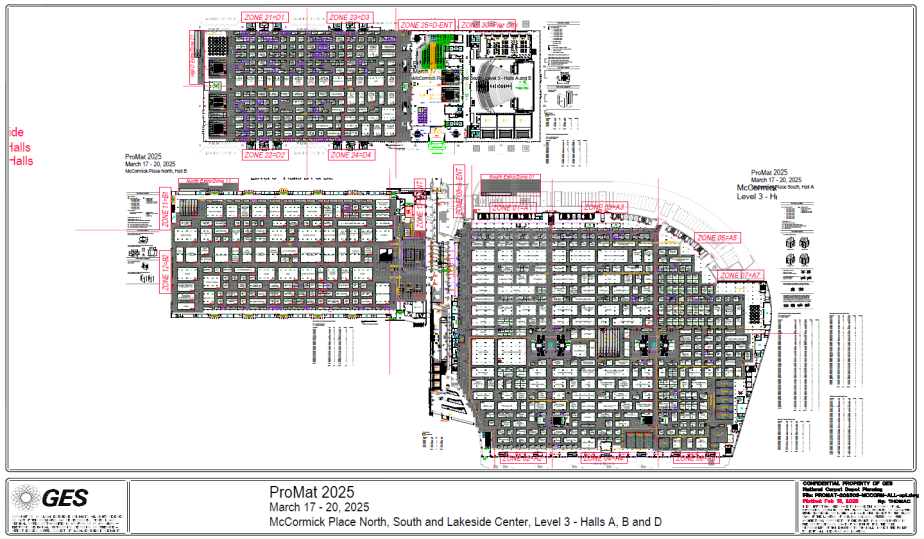
- Coordinate dock door/lighting schedule
- Unload GES Equipment (furnishings, job dollies, labor desks, flat carts, tables, carpet, chairs etc.)
- Delivery of Material Handling Equipment (forklifts, high lifts, scooters, ramps, dock plates etc.)
- Delivery of Electrical Equipment
- Gas equipment (this continues each day of the move in thru move out)
- Set up Marshalling Yard
- Install any outdoor signage to guide carriers into the Marshalling Yard
- Mark Floors
- Begin installation of exhibitor electrical orders, truss, motors, cabling
- Hang Aisle Signs
- Set Service Center
- Set remote labor and or service center and boneyards
- Deliver and prepare cold storage accessibility
- Set Clients Main Office(s) they will make this a priority for us.
- Deliver Show organizer materials and stage the items
- Delivery of Additional GES Equipment to include Signage, Structures, Counters etc.
- Begin setting Registration (GES crews, GES electrical crews, Registration providers.)
- Deliver flooring/carpeting for advance orders for freight to be delivered.
- Deliver Warehouse Freight (first day and or based on target plan)
- Begin installation of Exhibitor Advance Hanging signs

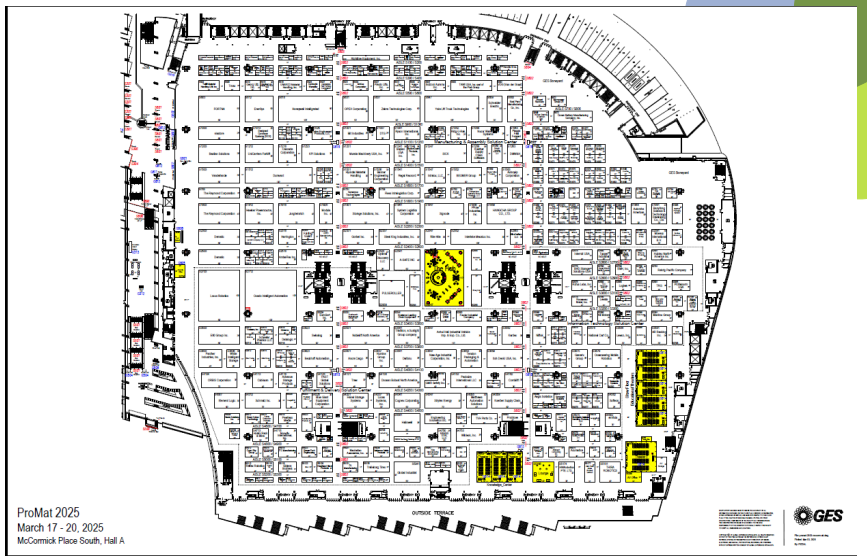
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Marking The Exhibit Floor

Questions

- What trade is required?
- How many were on our labor call?
- How long did it take?
  a) 3.5 hours
  b) 5 hours
  c) 6.5 hours
  d) 8 hours
- Total Cost
  a) >$50K
  b) >$80K
  c) >$110K
  d) >$140K
- How much aisle carpet was installed for all three buildings?
  a) 32,000 sq yards
  b) 45,450 sq yards
  c) 67,400 sq yards
  d) 81,076 sq yards



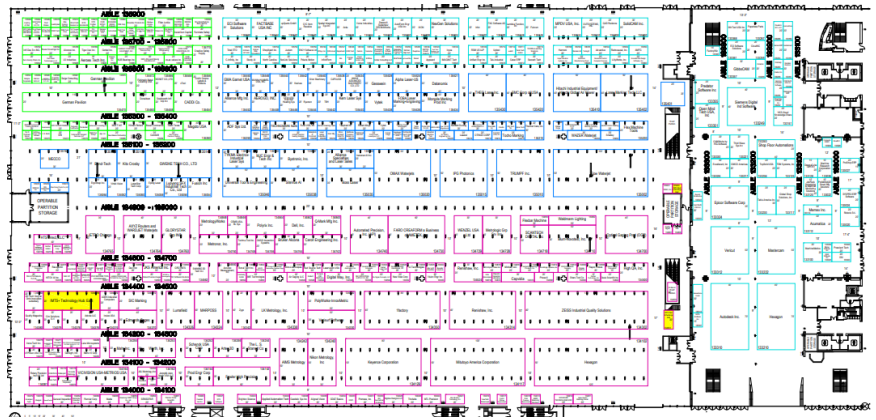


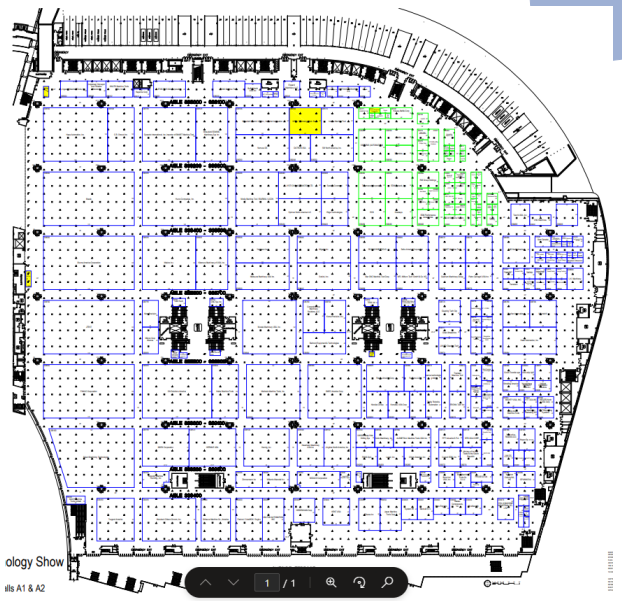


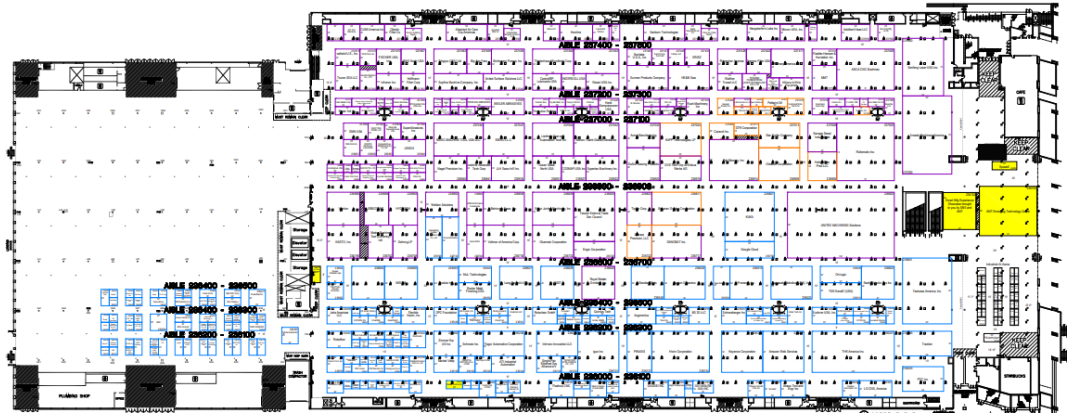
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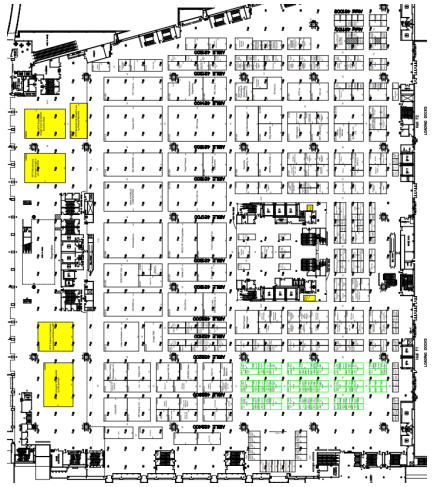
Aisle Carpet Installation - IMTS

How much aisle carpet will be installed for all four buildings?
a) 115,000 sq yards
b) 98,600 sq yards
c) 129,400 sq yards
d) 85,200 sq yards



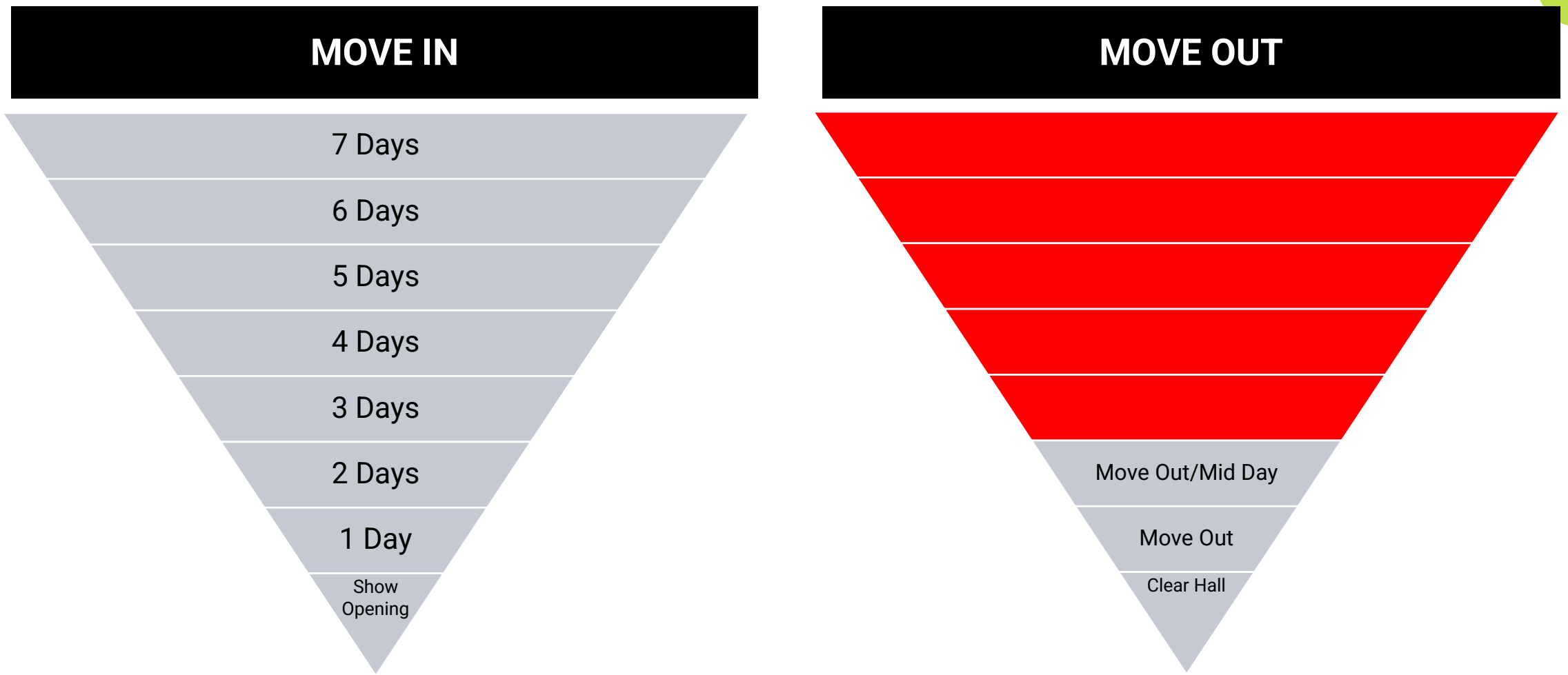






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Dynamics of Move In & Move Out



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Dynamics of Move In & Move Out Based on Lease Dates

POTENTIAL IMPACT

- Longer wait times for exhibitors
- Exhibitor carriers
- Additional charges unplanned
- Overtime costs
- Exhibitor appointed contractor costs increase
- Safety concerns
- Labor utilization
- GSC cost increases
- Exhibitor downsize
- Exhibitors send less staff
- Exhibitors choose not to exhibit
- Exhibit hall vs public space vs meeting rooms

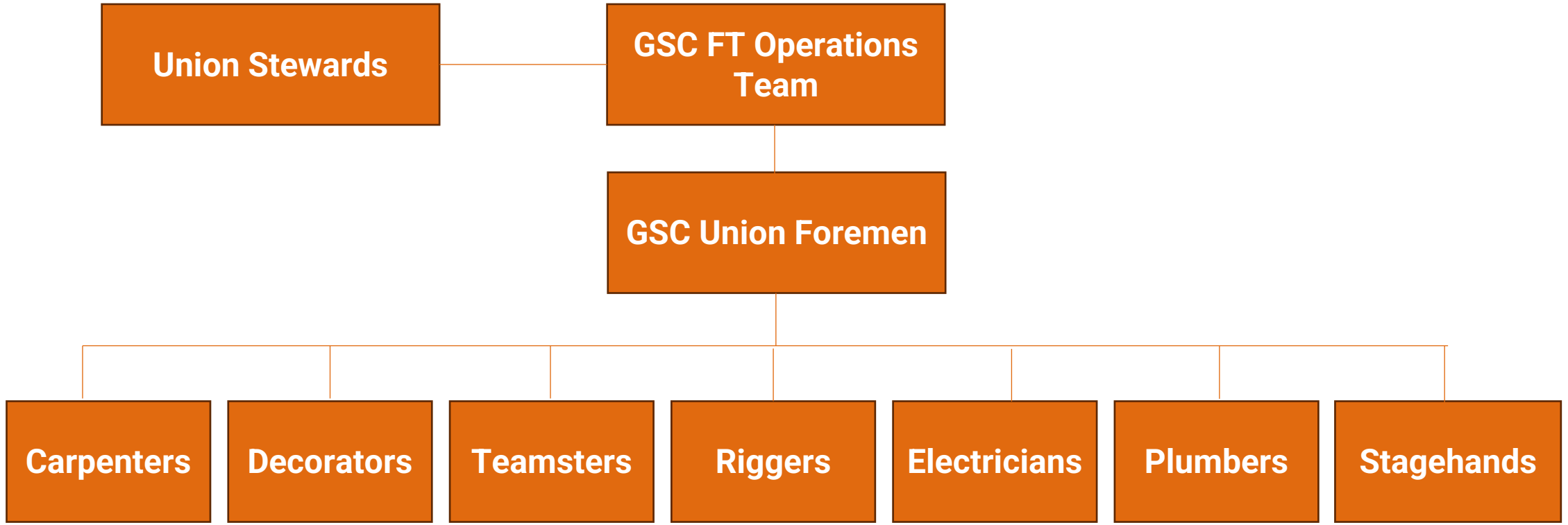
AWARENESS

- Straight time vs. overtime
- Size of show and number of exhibiting companies
- Electrical, plumbing, rigging & truss requirements
- Quantity of hanging signs
- Previous move in/move out days/times
- Operational needs (ie: drive trucks onto the show floor, POV's, weight load, anchoring)
- Type of show
  - Industrial/Heavy Machinery
  - Medical/Healthcare
  - Food
  - Government/Education
  - Consumer Goods/Retail Trade
  - B2B/B2C/Corporate Event
- Previous floor plans
- Targeted move in / Production schedule

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Managing Labor– How do Other Cities & Venues Compare?

How many trades does the GSC employ on any given show?



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What Makes Working in a Venue/City Unique for the Organizer & the GSC?



- Skilled labor
- Quantity of labor
- Onsite marshalling yard
- Flexibility = exhibitors rights
- Highway access to Convention Center
- Number of loading docks available
- Sustainability initiatives
- Size of buildings/multiple shows
- Floor Loads
- Electrical Grid
- Marshalling Yard
- Empty Storage Areas



- Number of back-to-back shows
- Weather
- Competing events in the city
- Multiple unions
- Aging workforce
- Costs
- Trades by seniority
- Time of Year
- Expansion/Renovations

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Managing Costs of Planning & Producing Successful Exhibitions & Events

Rank in order 1-5 with 1 being the highest cost on a show for the GSC

- Having a Marshalling Yard at the Show
- GSC Warehouse & Operations
- Labor
- Purchasing/Renting Equipment & Rolling Stock Inventory
- Indirect Labor

List 5 Newer Costs that contractors have had to manage due to greater increases over the last 18 months

- Transportation & Fuel
- Consumables
- Aluminum & Steel Products
- Technology Hardware
- Third-Party Labor

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Managing Exhibitor Budgets

- Cost Certainty = Predictability
- Bundling + Pricing Packages
- Exhibitor/EAC Workshops
- One on One Budget Reviews

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GES PLUS SERIES



Budget-friendly packages

Simplified pricing and easy budgeting with the GES Plus Series

- Combines labor and materials to create packages to simplify the ordering process
- Offers a consistent rate structure, transparent pricing, and eliminates service fees whenever possible
- Simplifies billing by combining products and services into one line-item with detailed descriptions
- Educates exhibitors on affordable exhibiting options and how to obtain the largest savings

“Everything was very easy! Loved the turnkey approach.”

EXHIBITOR PACKAGES FOR ALL BUDGETS

GES PLUS SERIES



STYLISH DECOR PACKAGES

FURNISHINGS+ & FLOORINGS+



GET YOUR EMPTY RETURNS SOONER

PRIORITY+



SHIP ROUNDTRIP AND GET
10% OFF MATERIAL HANDLING

TRANSPORTATION+



TURNKEY FABRIC DISPLAYS

EXHIBIT SYSTEMS+



ALL-INCLUSIVE OUTLET PRICING

ELECTRICAL+



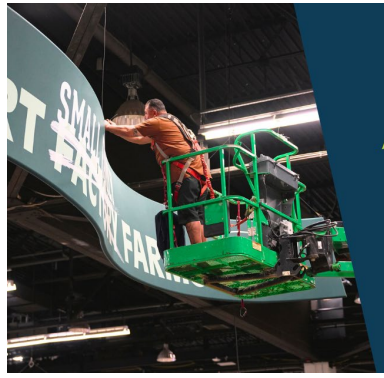
SIMPLE RATES FOR EASY BUDGETING

MATERIAL HANDLING+



COMPLETE BOOTH PACKAGES

EXHIBIT BUNDLE+



ALL-INCLUSIVE LABOR PACKAGES

HANGING SIGNS+

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GSC Wish List

- Partner with contractor early in the process
- Flexibility with extra move-in/move out days
- Understand the current client’s event needs not what they were at time of booking
- Unrealistic move in/move out lease dates based on complexity of the show
- Avoid overlapping two different shows move out with the move in

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Open Discussion
+
Q&A

Thank You

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