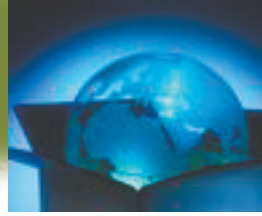


GLOBAL Glimpse

Exclusively for the Partners & Offices
of the Rogers Worldwide Group



Exhibiting in North America

By Fred Fox, Exhibitor Education Institute

The people are different, the culture is different and yes, you have to believe, exhibiting is different. For those that understand the procedures, exhibiting in North America can be a fantastic opportunity. Unless you are properly prepared however, participating in North American trade shows can be a real business

challenge. Here are some tips to help make the experience a positive one. First of all, check and see if the exhibit hall is unionized. This often means that you won't be able to perform tasks you may be used to doing yourself at home. Things like installing your own exhibit hardware, blowing up balloons or doing some of your own electrical hook-ups. Check early and find out the rules in your exhibit hall. If you are sending your booth and product to the show, get a good import/export operations specialist. There are all kinds of shipping and customs regulations that can vary product by product. Because it can get complicated, leave it to an expert. The shows in North America aren't nearly as social as in Europe. You won't find too many exhibitors offering wine and

In Europe, the visitor often comes to a show quite prepared to make a purchase.

In North America, the visitor does not usually come prepared to complete the sale.

at a food show.

The biggest difference you will find is in the expectations of the visitor. In Europe, the visitor often comes to a show quite prepared to make a purchase. Many companies will write a good percentage of their yearly sales at just a couple of shows. In North America, the visitor does not usually come prepared to complete the sale. They will be researching many potential sources of a purchase, talking to exhibitors and making product comparisons. Just because a visitor doesn't spend a long time in your booth doesn't mean that they aren't interested.

Therefore, it is important that your booth staff understand that they need to have the ability to develop a relationship, establish their credibility with the visitor and then quickly 'qualify' exactly what the visitor's needs are. This needs to be accomplished fairly

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Customs Updates

"Green-Lane" Initiative Announced to Speed Clearances

U.S. Customs & Border Protection intends to announce its plan to create an inspection-free "green lane" for security-conscious importers. Such a measure would provide immediate release of cargo to shippers in the Customs-Trade Partnership against Terrorism who adopt higher security levels than new baseline standards set forth in the trusted shipper program. The highest tier of C-TPAT benefits would go to companies that ship their products through foreign ports with on-site U.S. customs officers targeting outbound cargo for exams under the Container Security Initiative, do not have a history of compliance problems, and attach a container security device to their box that can detect and record whether tampering has occurred with the door after the seal has been installed at the point of origin.

For information on the C-TPAT program, visit: http://www.customs.ustreas.gov/xp/cgov/import/commercial_enforcement/ctpat/

Source: *Cargo Law Newsletter* at www.cargolaw.com

Dubai Becomes 35th CSI Port

According to a U.S. Customs and Border Patrol (CBP) news release issued at the end of March, the 35th Container Security Initiative (CSI) port became operational at the port of Dubai. The release states, "The United Arab Emirates became the first Middle Eastern country to join CSI when the declaration of principles was signed in Dubai on December 12, 2004. The primary purpose of CSI is to help protect the global trading system and the trade lanes between CSI ports and the United States. By collaborating with foreign customs administrations, CBP is working towards a safer, more secure world trading system. Under CSI, CBP has entered into bi-lateral partnerships with other governments to identify high-risk cargo containers and to pre-screen them before they are loaded on vessels destined for the United States. Today, 21 administrations have committed to joining CSI and are at various stages of implementation."

Currently, there are 35 operational ports in the CSI program including: Halifax, Montreal, and Vancouver, Canada; Rotterdam, The Netherlands; Le Havre and Marseille, France; Bremerhaven and Hamburg, Germany; Antwerp and Zeebrugge, Belgium; Singapore; Yokohama, Tokyo, Nagoya, and Kobe, Japan; Hong Kong; Göteborg, Sweden; Felixstowe, Liverpool, Southampton, Thamesport, and Tilbury, United Kingdom; Genoa, La Spezia, Naples, Gioia Tauro and Livorno, Italy; Busan, Korea; Durban, South Africa; Port Klang and Tanjung Pelepas, Malaysia; Piraeus, Greece; Algeciras, Spain; Laem Chabang, Thailand; and Dubai, United Arab Emirates.

For more details, visit: http://www.customs.ustreas.gov/xp/cgov/newsroom/press_releases/03282005.xml

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This publication can also be viewed on our web site at:

www.rerogers.com

Operations Notes

Targeted Move-In Date Confirmations

Targeted Move-in dates are those dates assigned by the general service contractor to each exhibitor (targeted shows only) with the idea that the move-in (and sometimes move-out) will progress more smoothly. Move-in “off target” results in additional drayage charges to the exhibitor. This information is provided to exhibitors in the exhibitor manual. Problems have arisen on shows where Rogers is not the official customs broker and freight forwarder. In these cases, the service contractors may only provide the target move-in information verbally or not at all and it is not always possible to obtain a copy of the exhibitor manual when our status is unofficial.

As partners, please request confirmation of targeted move-in and move-out dates from exhibitors in writing or obtain a copy of the exhibitor manual section that indicates this information. Even on shows where we have an official status, exhibitors may not appear on the exhibitor list initially, they may have requested a change in target move-in date for various reasons or they may be unaware of this information themselves. If we have a written confirmation of the targeted date, we can request confirmation from the service contractor and notify our partners of any discrepancies.

New Address for Rogers Canada

Rogers Canada has moved to a new location effective April 1, 2005. The new location is:

**R.E. Rogers Canada, Inc.
119, 2723 37th Avenue N.E.
Calgary, AB, Canada T1Y 5R8**

Telephone and fax numbers will remain the same. Please make a note to change your records.

Contractor Payment Issues Cause Delays

General service contractors such as The Freeman Companies and GES Exposition Services require payment arrangements to be made for their services before exhibitor freight can be collected for shipment at the close of the show. In most cases, exhibitors provide credit cards as the guarantee for payment.

In other cases, they pay deposits for the estimated charges with a company check. It has become more frequent in cases where credit cards are denied, or accounts remain otherwise unsettled, that service contractors withhold the bills of lading (material handling receipts) necessary to remove the shipment from the show floor. Some exhibitors, unfamiliar with the move-out procedures, leave the show immediately after re-packing without checking in with the contractor or Rogers personnel. Without the bill of lading, the shipments are either returned to the contractor's warehouse or collected (forced) off the show floor by trucking companies pending future shipping instructions. In either case, additional charges and delays are incurred.

Rogers site staff provide all exhibitor clients with written move-out bulletins. The bulletins request that blank bills of lading distributed by the contractor at the close of the show should be turned over to the Rogers personnel for preparation. This document is **ONLY** released to the exhibitor and usually accompanies a copy of the invoice which is delivered to the exhibitor's booth when all accounts are in order. Please remind exhibitors to follow the Rogers move-out procedures. If they have return shipments and have not received a blank bill of lading from the contractor, there may be a problem with their account. In this case, they are advised to visit the service contractor counter in the Exhibitor

Service Area to make sure everything is in order and to obtain the bill of lading for Rogers.

Late Shipment Surcharge Reminder

Customs clearance delays are becoming more common than in the past due to increased regulations, bioterrorism threats and a variety of procedures now required by U.S. customs and related federal agencies. We urge our partners and offices to ship early when at all possible to avoid the late fee that has been included in our tariff since January 1, 2005. The late shipment surcharge of a minimum of 10% of the invoice total will be assessed for shipments arriving more than 5 days after the published deadline date.

Use of TIB Entries for Electronics Requiring FDA Clearance

Shipments of electronics such as television sets, radio transformers and transmitters that require FDA (Food and Drug Administration) clearance must be accompanied by invoices containing their FCC (Federal Communications Commission) ID numbers if they are to be imported either permanently or using a trade fair entry. The only way to avoid this requirement is to enter the items under a temporary import (TIB) entry. In this case the FCC identification numbers and FDA clearance are not required, however, the items **MUST** be re-exported at the close of the show. If a TIB entry needs to be made due to late shipment arrival or lack of information to make a more appropriate entry, temporary and permanent goods must be packed and invoiced separately.

Calendar of Events

APRIL	Show	City	State	Status
3-6	NCTA '05 - The National Show	San Francisco	CA	Sole Official
4-7	Westec '05	Los Angeles	CA	Independent
5-7	NACExpo '05	Houston	TX	Sole Official
6-7	Medtrade Spring '05	Las Vegas	NV	Sole Official
6-8	ISC Expo West '05	Las Vegas	NV	Sole Official
6-8	IWCE '05	Las Vegas	NV	Independent
7-9	Intl Billiard & Home Recreation Expo '05	Las Vegas	NV	Sole Official
7-10	International Quilt Festival	Rosemont	IL	Recommended
11-13	SPE/COTA/Coiled Tubing	The Woodlands	TX	Independent
11-14	AAN Annual Meeting	Miami Beach	FL	Independent
12-14	Lightfair International '05	New York	NY	Independent
14-15	Craft Brewers Conference and Brewexpo America	Philadelphia	PA	Independent
14-17	Surgical Spring Week '05	Hollywood	FL	Independent
14-20	Intl Home Furnishings Market '05 (Spring)	High Point	NC	Sole Official
16-19	Cast Expo	Saint Louis	MO	Independent
16-20	AACR '05	Anaheim	CA	Independent
17-19	Intl Beauty Show '05	New York	NY	Independent
18-21	CMM International '05	Chicago	IL	Sole Official
18-21	NAB '05	Las Vegas	NV	Independent
19-21	AmCon Chicago '05	Rosemont	IL	Independent
19-21	Moldmaking Expo '05	Rosemont	IL	Recommended
19-21	Photoimaging & Design Expo '05	San Diego	CA	Sole Official
19-21	Quality Expo '05	Rosemont	IL	Sole Official
20	NACAC National College Fair - Los Angeles	Pasadena	CA	Independent
20-22	CSI Show and Convention '05	Chicago	IL	Independent
21-24	Star Wars Celebration III	Indianapolis	IN	Independent
21-22	NACAC National College Fair - San Diego	San Diego	CA	Independent
24-25	Expo Comida Latina	San Antonio	TX	Recommended
25	NACAC - National College Fair - San Francisco	San Francisco	CA	Independent
26-28	AWS '05	Dallas	TX	Sole Official
26-28	Interphex '05	New York	NY	Sole Official
26-28	Lubrication Excellence '05	San Antonio	TX	Independent
28-30	IDEA Fitness Fusion	Rosemont	IL	Recommended
MAY	Show	City	State	Status
1-3	All Things Organic '05	Chicago	IL	Sole Official
1-3	FMI '05	Chicago	IL	Sole Official
1-3	Spring Fancy Food '05	Chicago	IL	Sole Official
1-3	United Produce Expo '05	Chicago	IL	Sole Official
1-3	U.S. Food Export Showcase '05	Chicago	IL	Sole Official
1-4	AOCS '05	Salt Lake City	UT	Independent
2-5	OTC '05	Houston	TX	Sole Official
3-6	Coverings '05	Orlando	FL	Independent
4-5	Nepcon East/Assembly Design '05	Boston	MA	Sole Official
5-7	Hospitality Design Expo	Las Vegas	NV	Independent

9-13	AIS Tech 2005	Charlotte	NC	Sole Official
9-12	Money Show/Las Vegas '05	Las Vegas	NV	Recommended
10-12	Kitchen/Bath '05	Las Vegas	NV	Sole Official
11-12	Pharma Discovery	Washington	DC	Sole Official
10-12	Media-Tech Expo '05	Las Vegas	NV	Independent
10-12	Packaging Services Expo '05	Rosemont	IL	Recommended
11-12	Powder & Bulk Solids Southeast '05	Atlanta	GA	Sole Official
12-14	Midwest Vision Congress & Expo '05	Rosemont	IL	Sole Official
14-17	International Contemporary Furniture	New York	NY	Independent
15-18	Windpower '05	Denver	CO	Independent
15-18	National Stationery Show '05	New York	NY	Independent
15-19	Interwire '05	Atlanta	GA	Independent
15-18	INTA '05 Intl Trademark Assn	San Diego	CA	Independent
17-19	National Hardware Show '05	Las Vegas	NV	Sole Official
17-19	Vision Expo West '05	San Jose	CA	Recommended
17-19	Las Vegas Gourmet Housewares	Las Vegas	NV	Sole Official
17-19	AIIM '05	Philadelphia	PA	Independent
18-20	E3 '05	Los Angeles	CA	Sole Official
21-24	NRA '05	Chicago	IL	Independent
22-23	Spa & Resort Expo/Medical Spa East '05	New York	NY	Sole Official
23-25	JPMA '05	Dallas	TX	Independent
24	Security & Systems Solutions '05	New York	NY	Sole Official
24-25	Incentive Show '05	New York	NY	Sole Official
24-26	SID '05	Boston	MA	Independent
24-26	SPS Electric Automation '05	Rosemont	IL	Recommended
25-26	AM Expo	Greenville	SC	Sole Official
29-6/3	NAFSA '05	Seattle	WA	Recommended
JUNE	Show	City	State	Status
1-3	Oceanology Intl Americas '05	New Orleans	LA	Independent
3-4	Cine Gear '05	Burbank	CA	Independent
3-5	BookExpo America '05	New York	NY	Sole Official
3-7	JCK Intl Jewelry Show '05 (Las Vegas)	Las Vegas	NV	Sole Official
7-9	SuperComm	Chicago	IL	Independent
8-10	Infocomm International '05	Las Vegas	NV	Sole Official
9-11	World Pork Expo	Des Moines	IA	Recommended
12-16	AWWA '05	San Francisco	CA	Sole Official
13-15	NeoCon '05	Chicago	IL	Sole Official
13-15	MD&M East '05	New York	NY	Independent
19-22	BIO '05	Philadelphia	PA	Independent
212-22	Buildings NY '05	New York	NY	Sole Official
26-28	Southwest Foodservice Expo '05	Dallas	TX	Sole Official

STATUS DEFINITIONS:

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Sole Official: Designated by organizer as official customs broker and international freight forwarder for the exhibition.

Recommended: Designated exclusively by the venue or drayage company with access to the exhibitor list.

Independent: No official status, however, will be providing services to the exhibition.

quickly and can only be done by the booth staff asking pertinent questions.

Does your booth staff know exactly who they are looking for? It is my experience that they often don't. I can't tell you how often I have asked both sales & management during a seminar, to outline for me their 'perfect' prospect and many find it difficult to do so. Even when they do, there are often many differences of opinion.

You need to enter the show with a solid list of 'qualifiers'. Start preparing right now by listing your qualifying criteria. Write down all the attributes of your perfect prospect. If it matters where a prospect is from, then ask them early in the conversation, rather than spending a lot of time talking with them only to find out that you aren't able to properly service their market area.

Never assume anything. Always ask your qualifying questions. Once these questions have been answered to your satisfaction, you can begin to concentrate on the prospect's real needs. The qualifying procedure doesn't need to take a long time. You won't need more than a couple of minutes to determine if someone has the real potential to be a customer of yours.

Because many of your prospects will have to be followed-up after the show, be sure to record all the visitor's

pertinent information. Name, company, addresses, email etc. Most of all, record what products and services you were actually discussing and where the visitor's interests lay. Don't forget this sales lead may not be followed up by the person that actually qualified the lead, so it's important that this file contains all the information needed to make an informed, professional sales call after the show. Many shows use the card scanner to input prospect data to a database. This is fine to build a mailing list, but unless the software allows you to enter personal comments, you will

Ron Burchett, President of Rogers Worldwide, works diligently on site.

still need to use a printed lead sheet.

Pre-show marketing is also critical. Target some top prospects and contact them before the show. Invite them to your booth, ask them to come and evaluate your offerings and look for their opinions. There are several ways to do this, many that will bring your prospect down the aisles, past your competitors, right to your booth.

How are you going to deal with the visitors that you qualified at the show but didn't close? Do you have representation in their territory or are you going to have to deal with them from home. Sometimes it pays to stay for some time after the show to 'close' the hot leads.

In the end, exhibiting is exhibiting. It's nice people meeting nice people. In order to succeed, however, you need to be prepared, be on your agenda and pursue some magnificent North American opportunities.

Fred Fox is founder of the Exhibitor Education Institute and has been training exhibitors to exhibit in North America for over 25 years. For more information, or to purchase Fred's DVD Training Programs, visit the Institute's website at: www.exhibitorinstitute.com



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JULY	Show	City	State	Status
10-12	Summer Fancy Food '05	New York	NY	Sole Official
15-17	CHA '05 (Summer)	Rosemont	IL	Sole Official
18-20	IBC Cardiac Safety '05	Reston	VA	Independent
19-21	Americas Security Expo '05	Miami Beach	FL	Recommended
20-22	MAATS '05	Las Vegas	NV	Sole Official
20-27	Chicago Gift & Home Market '05 (Summer)	Chicago	IL	Sole Official
22-24	California Gift Show (Summer) '05	Los Angeles	CA	Sole Official
24-28	AACC '05	Orlando	CA	Independent
27-31	ANA World's Fair of Money '05	San Jose	CA	Sole Official