



ROGERS
WORLDWIDE

GLOBAL VIEW

Notes



What International Freight Forwarders Do on Show Site

By Michelle Bruno

Most of what international exhibition logistics companies (freight forwarders) do happens behind the scenes. Once the shipment is picked up from the exhibitor's door and the paperwork is completed, freight forwarders remain in the background orchestrating the transportation, customs, and delivery of shipments to the booth. During the show, however, they are not only visible; they perform a number of critical tasks. For international companies (especially those new to exhibiting), they are a lifeline.

Freight forwarders are the advance team for international exhibitors. They arrive to show site before the exhibitor does. They supervise the unloading of the truck that brings the freight from the airport, port, or local warehouse to the venue and oversee delivery to the correct booth. Occasionally some crates are misplaced, dropped nearby (because of blocked aisles) or left at the warehouse. The advance team tracks down each piece and makes sure that it is moved into the booth so that when the exhibitor arrives, she is ready to unpack.

Often, international exhibitors contact show management on site about shipments that are late, held up in customs, or lost. When an international logistics company has been appointed for the show, they can often rectify the problem with a copy (or at least the number) of the international air, ocean, or truck bill of lading. And, although new customs regulations make the process difficult, the freight forwarder (especially if they are a licensed customs broker) can often locate and clear the shipment in time for the show.

Meeting international exhibitors face-to-face is one of the pleasures and prime objectives of the freight forwarder during move-in. Exhibiting internationally can be a daunting experience for the sales managers and technical experts from overseas companies. Making sure they have everything they need before the show opens, being available during the show, and checking in with them before the show ends, provides them with a level of comfort. Exchanging phone numbers and other contact information also helps them avoid the long trek to the exhibitor service area if they have a question.

For most shows, freight forwarders occupy a desk in the exhibitor service area at show site. Although they visit the exhibitors during the show, the service desk is

Continued on page 2

a place where international exhibitors can get information about return shipping options, lead times, customs regulations, and export procedures. They can also advise the forwarder of special requirements such as the need to have the shipment at another show by a certain date. The desk staff is often multi-lingual and have specialized training that enables them to answer questions and provide assistance.

Not all shows run smoothly. From time to time, crates arrive to the booth damaged and the freight forwarder records the damage, takes photos for the insurance company, and files a claim with the drayage contractor or inbound carrier. Sometimes freight for large international pavilions arrives as one shipment and has to be divided among several companies. The forwarder helps with those booth deliveries. Occasionally, equipment that is brought into the country is not sold as the exhibitor intended or a potential buyer has not made up his mind and needs more time to make a decision. Freight forwarders can help exhibitors by offering options for temporary storage or “in bond” transfer to another location.

As soon as the move-in process is complete, freight forwarders begin preparing for the move-out and re-exportation. The standard procedure involves a discussion with each exhibitor about her plans after the show. Exhibitors have a number of options depending on the entry status of the shipment. For example, if the goods were entered as duty paid items, the exhibitor may leave the goods with a customer, throw the extras away, or ship them somewhere else. If the goods were entered as a temporary import, they must be re-exported

(except under special circumstances). Special forms called “disposal instructions” are completed detailing the return address, mode of transport, and deadline for arrival.



For most large trade shows in the U.S., exhibitors with shipments leaving the convention center are required to complete a bill of lading and file it with the official drayage contractor. Often the international freight forwarder completes the form on the exhibitor's behalf because they have the necessary information such as the address of the intermediate warehouse, local trucking company, and shipment specifications. In addition, the forwarder prepares

shipping labels with the address of the ultimate destination and helps the exhibitor place them on the crates.

When information from the disposal instructions is compiled, the freight forwarder arranges for an outbound carrier to pick up the shipments and take them to a local warehouse where they are organized and prepared for exportation. The forwarder supervises the loading of all of the shipments onto the truck at the convention center and makes sure that all correct freight is removed from the booths.

On show site, freight forwarders combine their knowledge of the drayage process and their expertise in overseas shipping and customs to provide international exhibitors with door-to-door customer service. They are exclusively focused on their core competencies and the success of their international clients. Because the needs of international exhibitors are often greater than those of the domestic exhibitors, freight forwarders provide an extra layer of support that helps overseas companies succeed.

Global View Notes is published by:
Rogers Worldwide
1550 E. Higgins Road, Suite 106
Elk Grove Village, IL 60007
Contact:
Jeanette Mucha, LCB
Director National Sales
Tel: (847) 806-9200
Mobile: (847) 970-8017
jmucha@rerogers.com

Editor:
Michelle Bruno,
CMP, CEM
Tel: (801) 520-0797
michelle@brunogroup.com

Past Articles:
You can find all our articles archived on our web site.
www.rogersworldwide.com/content.asp?PageID=241

For a list of offices and agents of Roger Worldwide, visit:
www.rerogers.com/uploads/AGENTS052010.pdf