

Frequently asked questions about trade show freight and trade show logistics

Q: How do I ship my trade show display?

A: Trade Show shipping can be complicated. At most trade shows or events, the General Contractors have a specific window of time to deliver to the show site as well as recover properties after the show has ended. Often, a "Target Move-in and/or Target Move-Out" is scheduled. In this FAQ section we will try and address this complicated issue. For more information contact **Transervice Integrated Solutions** by e-mail or phone.

Trade Show freight is the general term for shipping items used at a trade show. This includes displays, promotional items, and machinery samples. This can range from 50 pounds to multiple trailer loads.

Also, there are many different types of trade show shipping services to use. **Transervice Integrated Solutions** recommends that you use a company and level of service that best fits your needs. Consulting a qualified professional can save time, money and annoyances. We recommend consulting with a company such as **Transervice Integrated Solutions** that uses their own large fleet as well as several other Reputable Asset Based Partner Companies to handle their client's trade show properties.

Q: How important is the choice of a carrier when considering whom to use as our trade show shipping company?

A: The choice of carrier is an important decision. At **Transervice Integrated Solutions** we often hear this refrain: "Our company has a discounted rate of "X Amount" with Mega Freight Company so we'll ship that way "because it's cheaper". These discounts apply to the volume of product sent from a manufacturing facility to their dealers/retailers across the nation. This is satisfactory for shipping bulk products. However, trade show displays are not built to be moved with the masses. They are usually expensive, well-crafted marketing tools that are not designed to withstand the rigors of being moved on and off trailers with forklifts by people who don't know or care about the value of the cargo.

Transervice Integrated Solutions always recommends shipping trade show displays on Air Ride trailers. This significantly lessens the wear and tear associated with shipping and load shifting. Depending on the actual or dimensional weight of your display, you will have a few different options to ship.

Q: What is Declared Value Insurance?

A: When shipping freight, a carrier will ask you to declare the value of the freight. Often, such as with in LTL shipping, insurance is provided for a fee. Trailer Loads and Dedicated Partial Loads are priced to include \$25,000 per 25% volume or \$100,000 per trailer load.

Q: Are there any special requirements involved with shipping Plasma televisions?

A: If you ship a plasma screen television, be sure to tell your carrier of such. Many carriers, under their terms and conditions, exclude plasma TVs from coverage because of their fragile nature. Plasma screen televisions can still be covered under a Corporate Rider Policy.

Q: What is a Corporate Rider Policy?

A: Corporate Rider Policies are attached to the same policy that covers your computers and office equipment. Most storage facilities require that you buy a Corporate Rider Policy for your stored display properties. This usually has a high deductible which can be offset by declared value insurance. Contact your insurance company for details.

Q: What is Dimensional weight?

A: Dimensional weight, or Dim weight, as it is commonly called, is a measurement used by carriers to assure they get money for the weight volume they are supposed to be carrying. This applies mostly to LTL shipments and does not apply to Dedicated Partial Loads or Trailer loads.

In short, even though a box of feathers and a box of bricks may be the same size, a box of bricks is much heavier. Using dimensional weight measurements, carriers assure they get are paid for the weight volume as dictated by the crate/case dimensions.

The formula used to calculate Dim weight (in inches) is Length x Width x Height divided by a preset divisor (194 domestic/168 international).

For example, (3) crates are the same size at: 101" L x 50" W x 53" T (267,650) divided by 194 = 1,379 pounds. So each crate's dimensional weight is 1,379 pounds and the carrier will charge this weight over actual because it "dims".

Now, to put this in perspective, (3) crates have the same dims. So, $1,379 \times 3 = 4,137$ billable weight.

In reality each crate weighs respectively: 1 @ 1,118 pounds, 1 @ 1,026 pounds, and 1 @ 764 pounds for an actual total of 2,908 pounds. 1,229 pounds less than "dim."

Q: What is a Fuel Surcharge (FSC)?

A: In today's fuel market prices are rising and falling daily. Fuel is a major cost factor in the trucking industry. Rather than adjust rates daily, many carriers assess a Fuel Surcharge reflective of current fuel rates that month. This is charged over and above the shipping costs. The FSC's have recently ranged from 8%-16%. **Transervice Integrated Solutions** always quotes you with **Fuel Included**.

Q: What is Drayage?

A: The word "Drayage" stems from the railroad word "dray." When travel and shipping by rail was common, freight and luggage often shipped in separate cars. These cars would be off-loaded in the destination city and the cargo would be loaded onto a horse-drawn "dray" cart. This cart would then deliver the cargo.

Today, the term applies to Material Handling fees assessed by the General Contractor of a trade show. Material Handling or Drayage is the fee, per CWT (hundredweight) assessed to off-load freight, deliver it to the booth space, recover, store and return empty packaging, and reload the trucks after the show has ended. This fee is between US\$50.00 and US \$100.00 per CWT or per 100 pounds.

Q: What is forced freight?

A: When a show ends, the move-out of the show hall is on a set schedule. This is determined long before the show and can be found on the "Quick Facts" sheet supplied in your exhibitor kit. Specifically, the move-out schedule is outlined by day, date, and times. There is usually also a published "Carrier Check-In time." Should your carrier fail to show by the time specified, the general contractor is forced to remove your property from the show floor to meet its schedule with the facility. Because they did not plan to move this freight, it is more expensive to move.

Forced freight is not just the result of a carrier not checking in on time. If the exhibitor or exhibitor representative fails to turn in the outbound MHA (Material Handling Agreement) at the service desk, or fails to specify the carrier on the MHA, the General Contractor may be required to force the freight. Forced freight will either force to the General Contractors warehouse or if specified on the MHA and if the carrier fails to show, may be forwarded to the delivery address specified. Either of these forced freight options is done at the exhibitor's expense.

Transervice Integrated Solutions works with your booth staff to assure that they understand the importance of turning in a properly completed MHA at each and every event.

Q: What is a MHA?

A: An MHA, or Material Handling Agreement, is a legal document supplied by the General Contractor to be completed by the exhibitor or exhibitor's representative. This document outlines important information such as the number of pieces shipping, carrier, delivery address, declared value and special instructions. It also outlines the terms and conditions of the cartage.

Q: What is a freight broker?

A: A freight broker is a transport professional that acts as a liaison between shippers and shipping companies. Brokers represent multiple companies and decide how to best transport your freight based on the information you provide them. A freight broker can sometimes be a valuable asset to your organization and assure that you stay within your trade show shipping budget. The freight broker's goal is to transport your freight in the safest, most time and cost-efficient means possible.

In addition to being an **ASSET BASED** Company with their own large, up to date fleet, **Transervice Integrated Solutions** also partners with several reputable Asset Based carriers ensuring Complete Coverage, Total Accountability, and Greater Reliability on your time sensitive and valuable Trade Show moves.

Q: Why not use a common carrier?

A: Common Carrier Shipping is by the most recognized names on the road. YRC, ABF, and Overnight are some of the most recognizable common carrier providers. These carriers are the backbone of the transit industry and move over road as well as rail. Common carriers are useful in the tradeshow arena when shipping a product that does not need special handling or Air Ride trailers. **Insurance is limited**

Common Carriers need **extra time** to arrive at their destination. In the trade show arena, this is best performed by using common carriers to ship your goods into an advanced Warehouse. Common carriers may provide better rates when freight is moved "in the system", meaning on **their schedule not yours**.

Note: All common carriers move your goods through a "hub & spoke" system of terminals resulting in your materials being handled several times while in transit (More Handling = Greater Risk for Damage) **Transervice Integrated Solutions** operates on a "Load & Go" system meaning that your goods are moved on the same truck that picks them up and are not handled again until they are handed over to the delivery agent at destination.

Common Carriers use a classification system to classify their freight. Trade Show materials are classified as "Class 125". These carriers offer targeted, or "Time Critical" transit and delivery, however, this service is usually not discounted as it is **more expensive** than the same LTL or Partial Service. Volume rates and Exclusive use are also available and are competitive in price, but, are generally not moved on air ride trailers, exposing your freight to a potentially rough ride resulting in possible damage, over either road or rail. **Transervice Integrated Solutions** advises that property with any value sent by common carrier be insured using your corporate insurance rider

Q: What about parcel services such as UPS and Federal Express?

A: Parcel service is also a shipping alternative to consider. The two most common providers are FedEx and UPS. These companies are the common carriers of the parcel shipping world. Their services are useful, but marginally reliable when it comes to trade shows.

Our experience dictates that these services should only be used when the weight is so low as to make regular shipping cost-prohibitive. **Transervice Integrated Solutions** recommends these types of packages be sent, in advance, to the attention of a local representative. Consult the Material Handling Information sheet in your Show book for handling fees, per package, from the General Contractor. These are usually between US\$50.00-US\$100.00 per package.

One major drawback to Parcel Service & Common Carrier services is the room for error. If an error occurs, it is difficult to find the shipment and correct it within their shipping systems. Some items either miss their planned delivery time or even the show altogether. These services do not provide for consequential damages, so unless the items are permanently lost or damaged, you will not receive compensation for missed shipments other than credit for the shipping charges.