

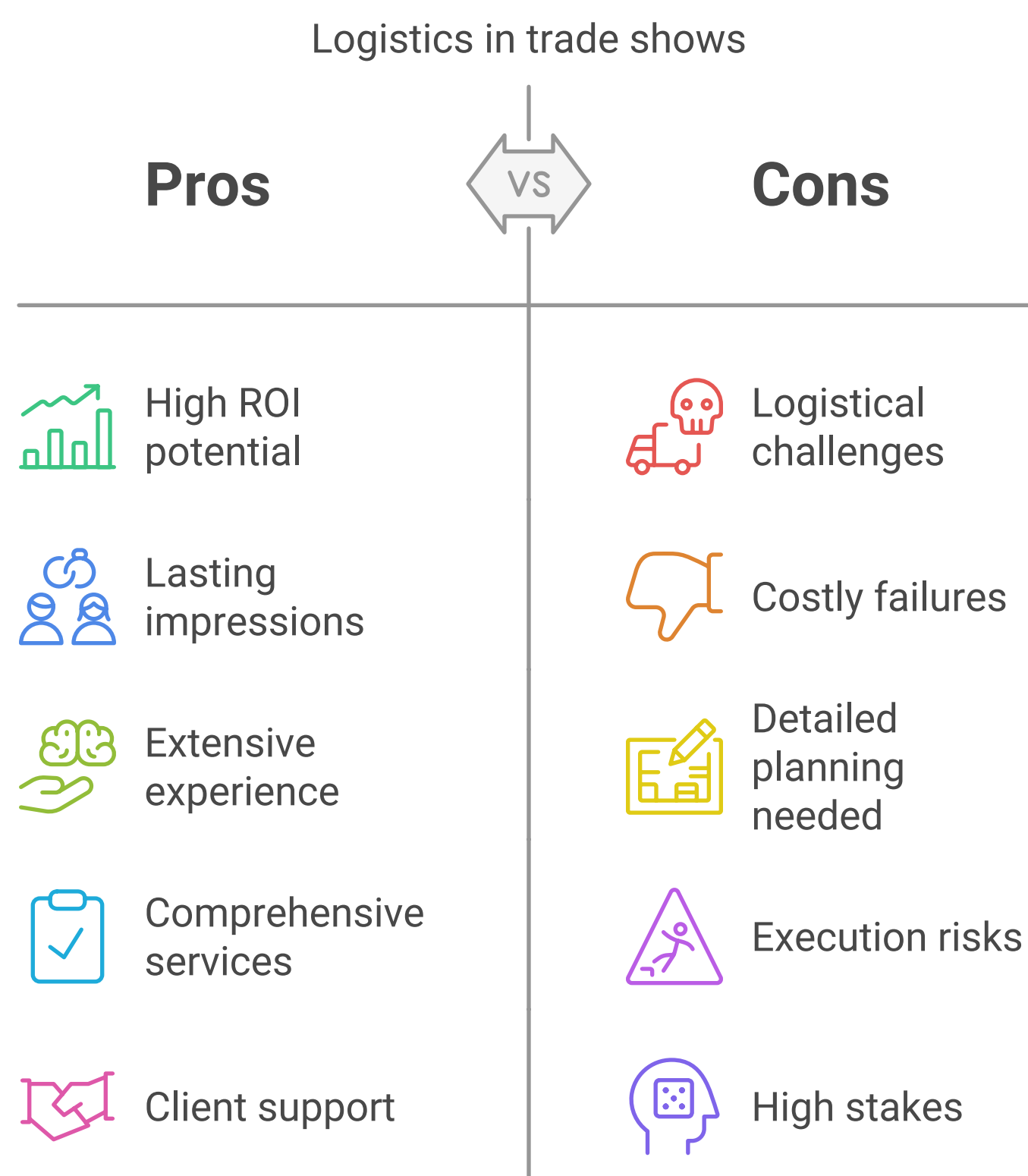
The Importance of Logistics at Events: A Case Study of Handdels London

In the fast-paced world of trade shows and expos, the stakes are high for companies, just like your own, who are looking to make a lasting impression. The return on investment (ROI) from having a stand at a trade show can be substantial. But success depends upon meticulous planning and execution.

This article reviews the potential for a real ROI from your company being present at a trade show or expo, and some of the logistical challenges that can lead to costly failures, along with some real-life examples of companies that faced major set-backs.

We will also explore the significance of the Mobile World Congress (MWC) in Barcelona, where we are currently supporting some of our own clients.

With more than 30 years of experience, at Handdels London, we believe in the infamous Apollo mission term, that "failure is not an option," and we ensure that our clients receive the highest level of service.

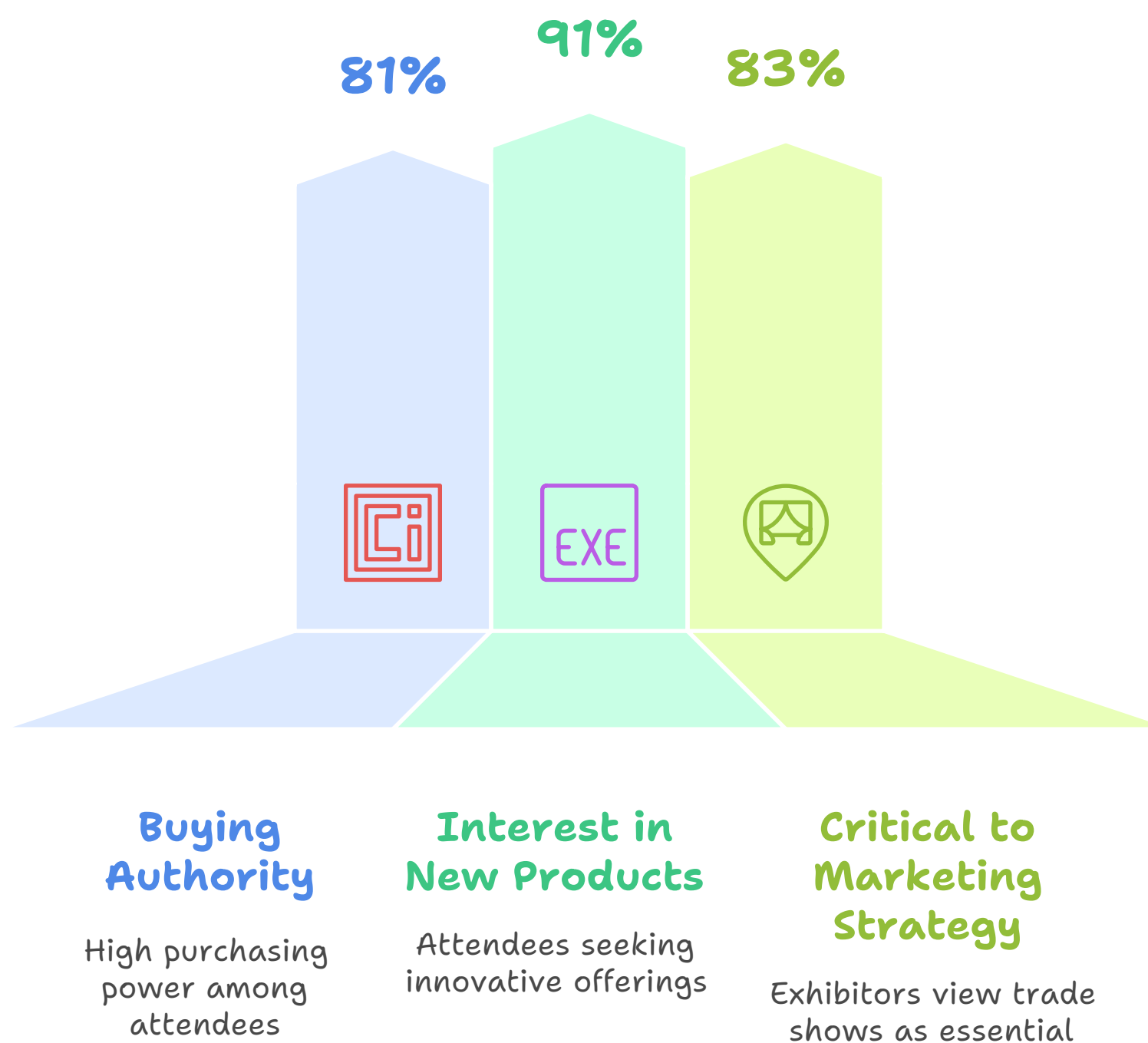


The ROI of Trade Shows

Trade shows are a vital marketing tool for many of your own rivals. Are you making the most of the opportunities that are open to you?

According to the Centre for Exhibition Industry Research (CEIR), 81% of trade show attendees have buying authority, and 91% of attendees are looking to learn about new products and services. Done well, events are not just an expense paid jolly and time out from the office.

Trade Show Attendee and Exhibitor Insights



The statistics are compelling: companies that exhibit at trade shows can expect an average ROI of 5 to 1, meaning that for every pound (or dollar) spent, they can anticipate a return of five pounds (or dollars) in sales.

Moreover, a study by the Exhibitor Media Group found that 83% of exhibitors believe that trade shows are critical to their overall marketing strategy. Do you maintain a culture of such a belief in your own company, no matter how large or small it might be? Is your own team fully engaged in this cultural outlook?

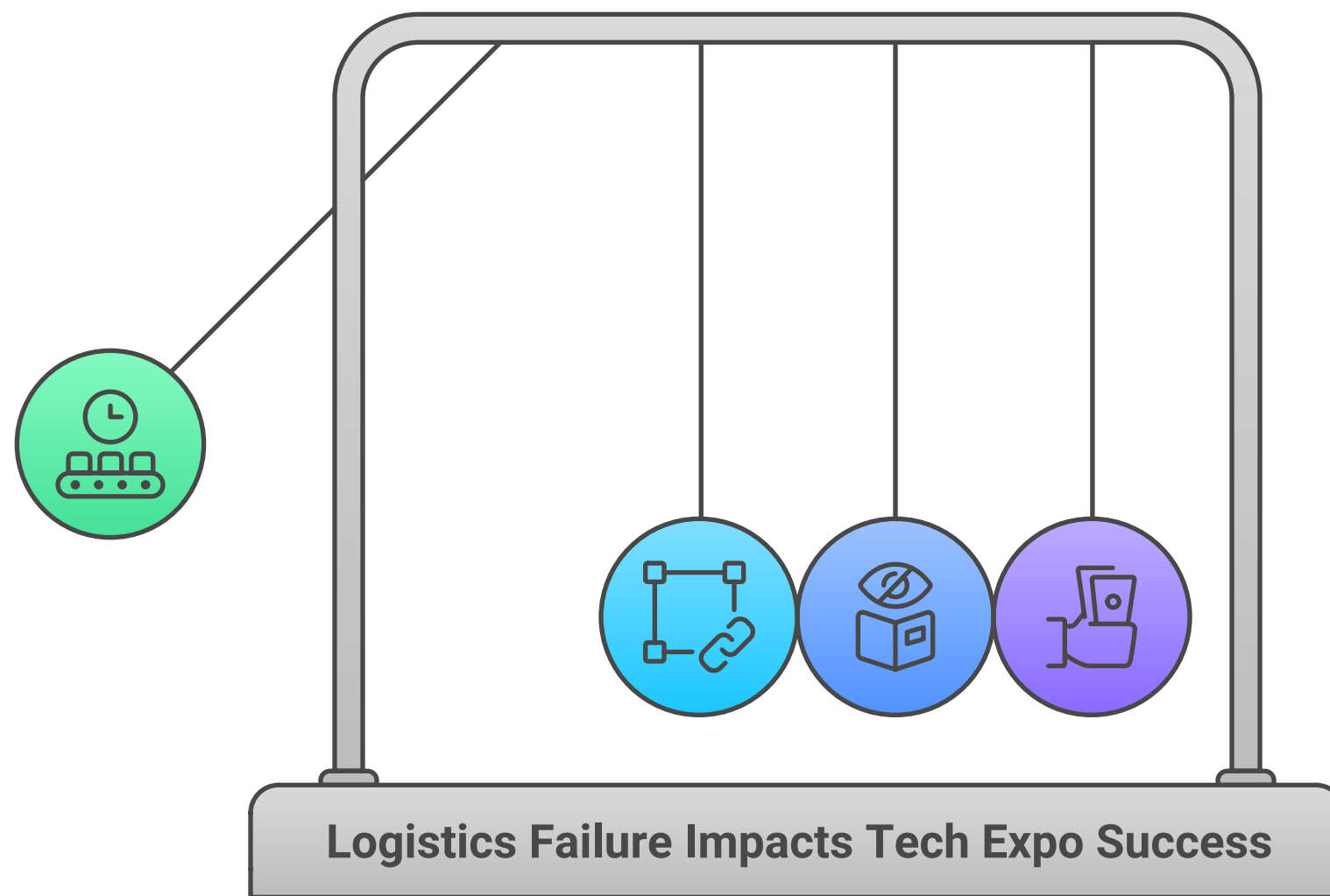
The ability to engage directly with potential clients, to showcase your own products and services, and build relationships is invaluable. However, before you step into this potential for return, you need to be aware that this potential can be undermined, quite easily, by logistical failures.

The Cost of Logistics Failures

Logistics is the backbone of your success at a trade show or expo. From the transportation of materials to the timely setup of the stand, every single detail matters. When logistics companies fail to deliver on time, the consequences can be severe. A late delivery can result in a stand that is not ready for the opening of the event, leading to lost opportunities, bad media coverage and low returns.

For instance, a well-known tech company faced a significant setback when their stand materials and give aways arrived a day late for a major expo. The company had invested very heavily in the design and construction of their stand.

Due to a failure in logistics, this company were unable to set it up in time. As a result, they missed out on critical networking opportunities, positive press and potential sales. The overall combined cost of the rental of the space, the stand build and lost opportunities, resulted in thousands of pounds in lost revenue.

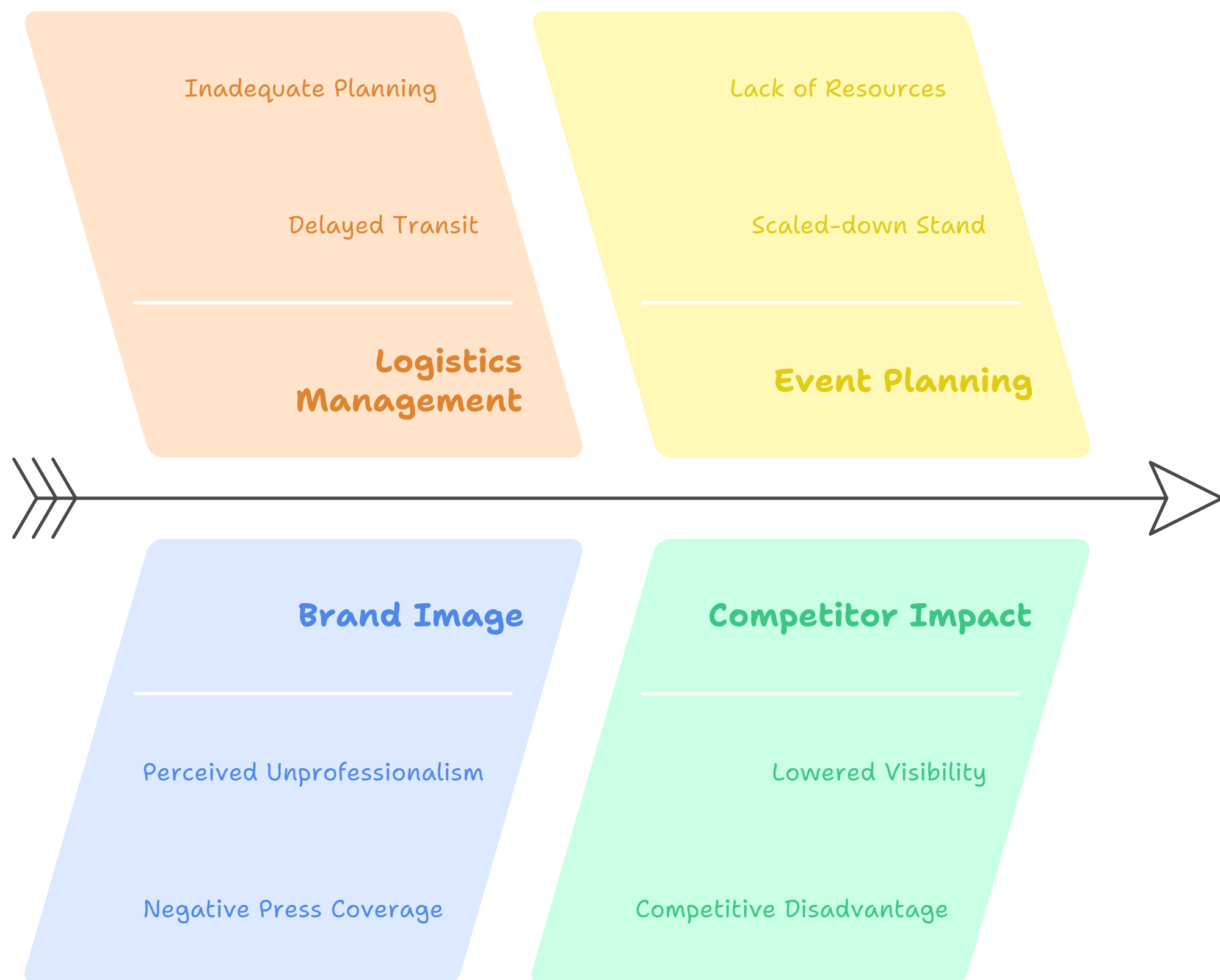


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| Logistics Delay | Missed Networking | Negative Press | Lost Revenue |
| Late delivery of materials | Lost crucial connections | Unfavorable media coverage | Significant financial losses |

Another example involved a prominent automotive manufacturer that experienced a logistics failure during another major trade show.

Their display vehicles were delayed in transit, and the company was forced to present a scaled-down version of their stand. This not only affected their visibility at the event against their competitors, but it also diminished their brand image, both with the media and the attendees who perceived this company as being unprepared and unprofessional. This label stuck for many years.

Analysing Logistics Failures at Trade Shows



These real-life stories highlight the importance of your company needing to engage with a reliable logistics company in order to ensure that you have a successful trade show experience.

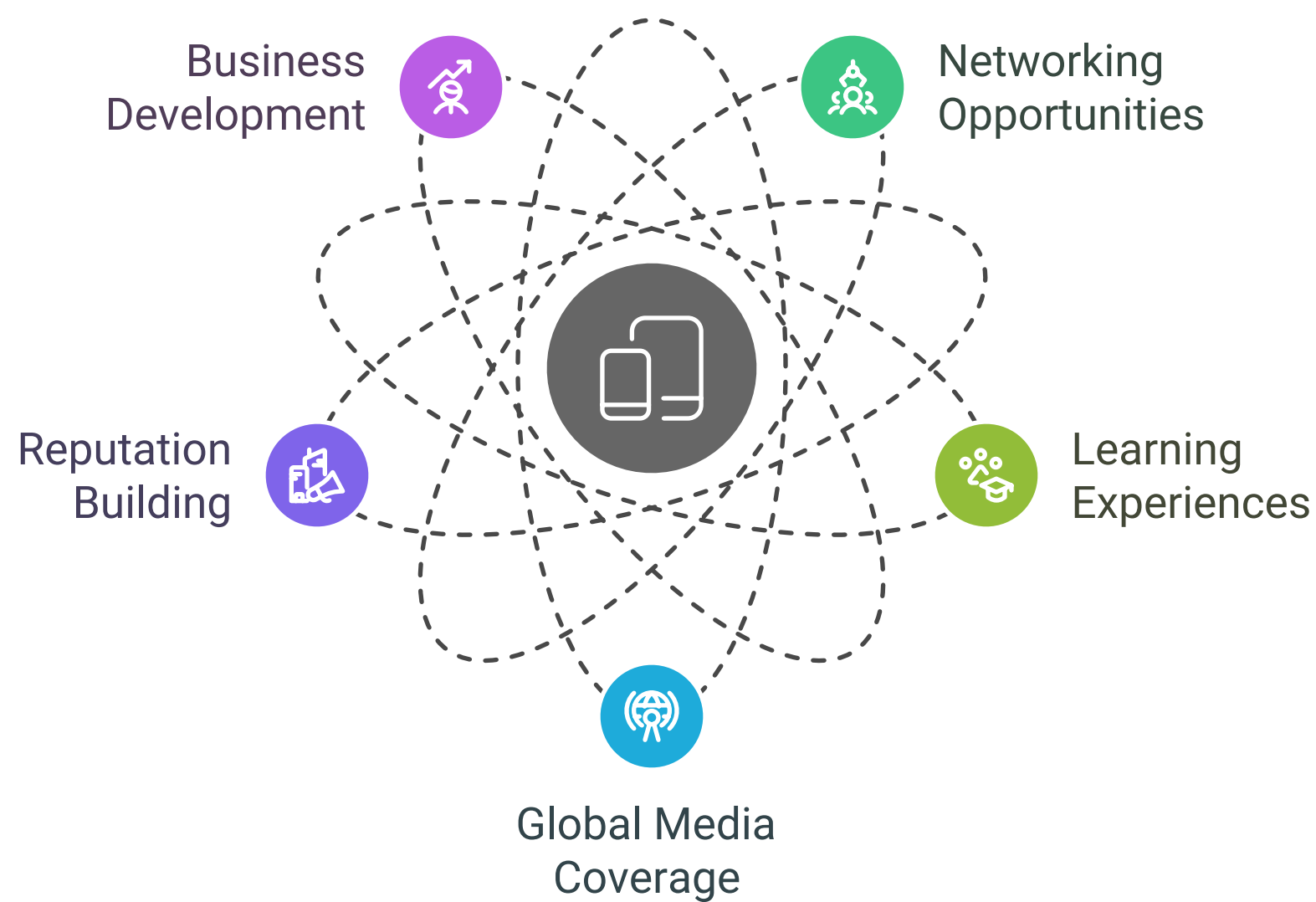
The financial and reputational risk of failing to have a stand built in time can be staggering, often leading to losses that far exceed the initial investment in the trade show itself. It can break your company.

The Mobile World Congress (MWC) Barcelona

One of the most significant trade shows in the tech industry is the Mobile World Congress (MWC) held annually in Barcelona.

MWC is a global platform for the mobile and tech industry, showcasing the latest innovations and technologies. With thousands of exhibitors and attendees from around the world, the event provides unparalleled opportunities for networking, learning, global media coverage, building a reputation and business development.

The Multifaceted Impact of MWC



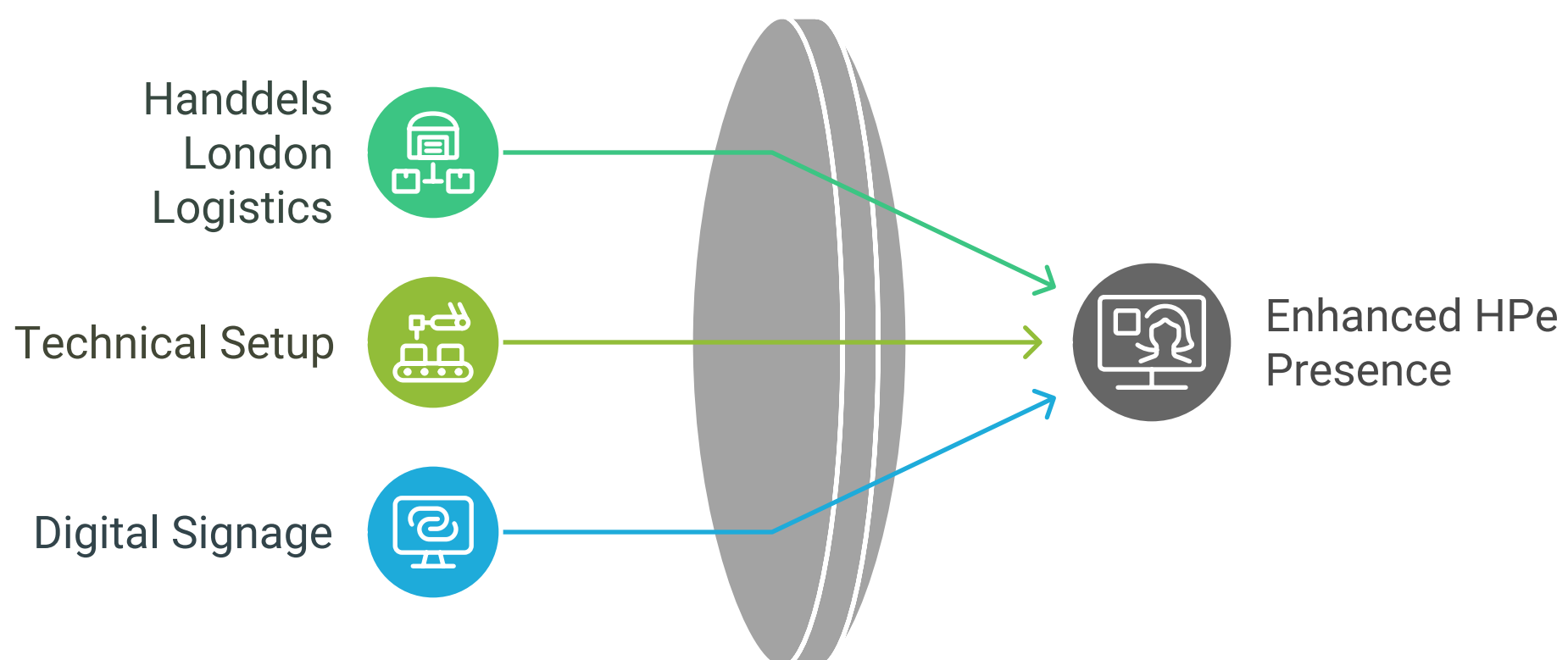
Our team from Handdels London are in Barcelona supporting our own clients.

The expertise of our team ensures that our clients can focus upon what they do best—the showcasing of their products; engaging with potential customers; gaining positive international media coverage—whilst our experienced team manage the complexity and details of logistics.

Supporting HPe with Digital Signage

One of the key projects that we, at Handdels London, are involved in at MWC is supporting HPe with the delivery and setup of a draft table that delivers digital signage. This innovative solution is designed to enhance HPe's presence at this global event, allowing them to showcase their cutting-edge technology effectively.

Seamless Event Integration



Our team is responsible for ensuring that all of the components arrive on time and they are set up correctly, allowing HPe to make a strong impression on attendees and the media.

HPE, and our other clients, cannot afford to risk their reputation on the global stage, with an underperforming logistics partner! They dare not take that risk. Who are you going to risk your reputation with?

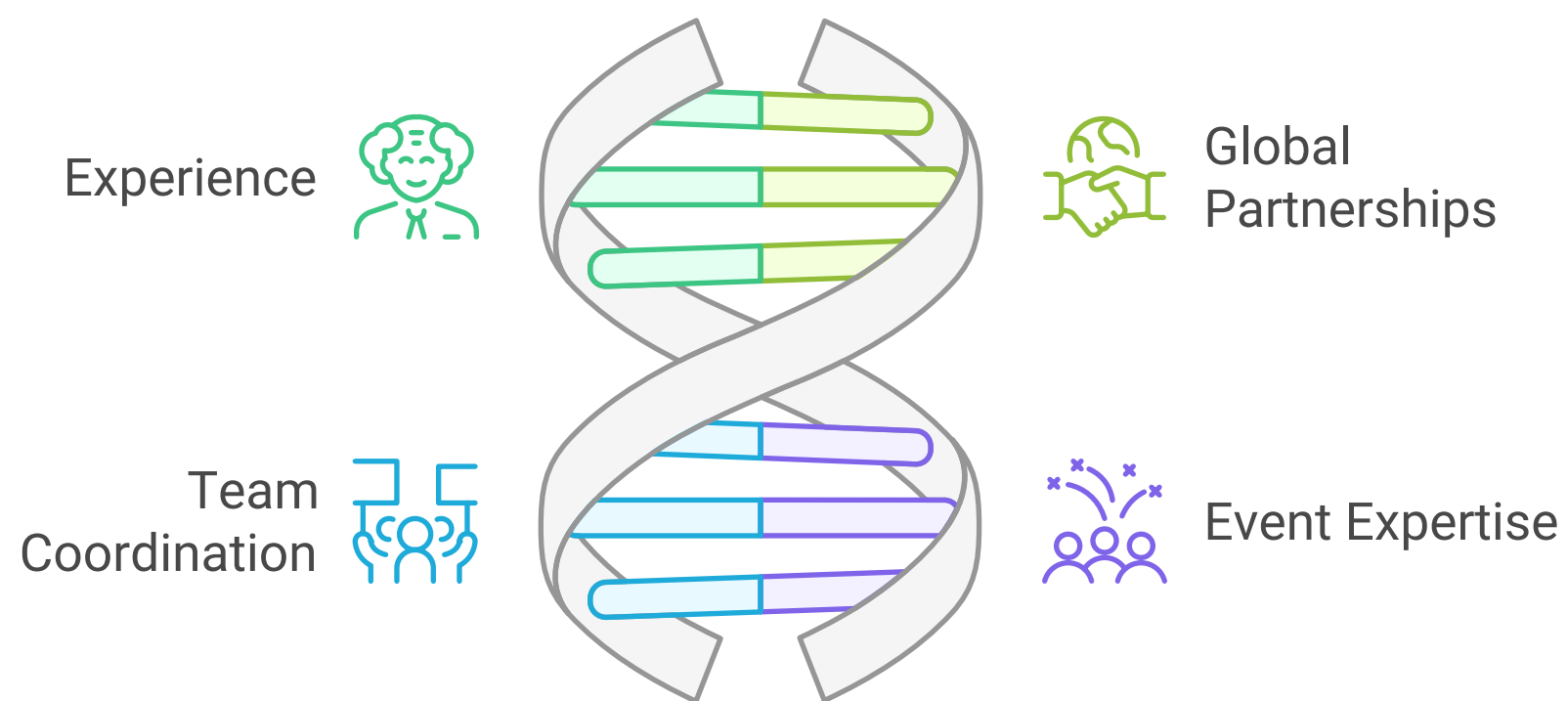
At Handdels London, our commitment to excellence and attention to detail exemplifies our philosophy that "failure, [simply] is not an option."

A Range of Logistics Services

In addition to supporting HPE, we are provisioning a variety of logistics services to other clients at MWC. From transportation and storage, to on-site support and technical assistance, our comprehensive approach ensures that every aspect of the logistics process works.

With more than 30 years of experience in the industry, we have built a reputation for reliability and excellence. Our team has lived, worked and breathed events and niche areas of logistics. From the team in the back office, to our partners across the globe, to our drivers and the team on site, there is no room to hide and we all understand the unique challenges that come with events, trade shows and expos, both large and small. We are dedicated to delivering results that exceed your expectation.

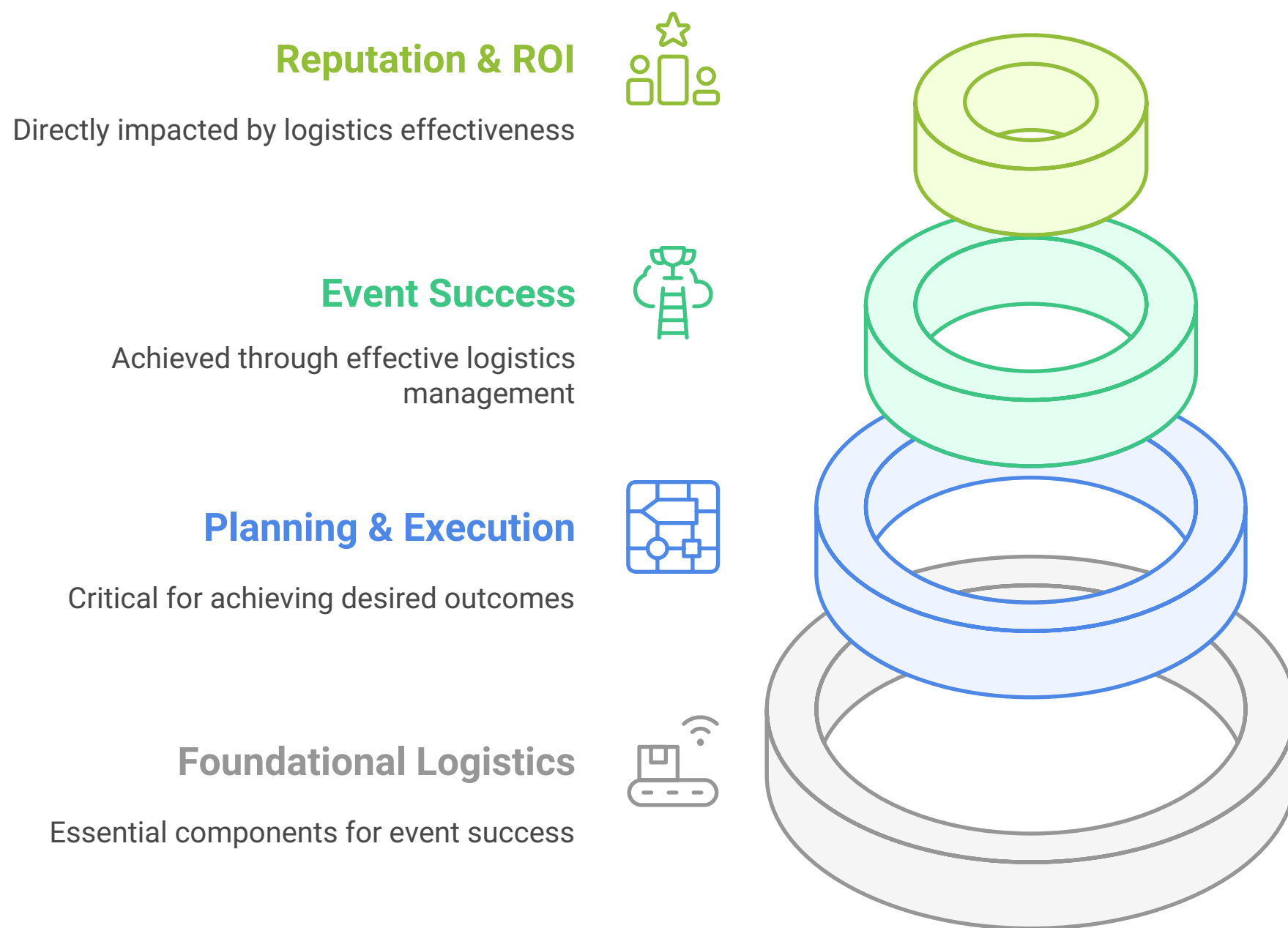
Achieving Logistics Excellence Through Experience and Global Collaboration



Conclusion

The importance of foundational logistics, from every screw, nut, bolt, cable and give away, cannot be overstated. The potential ROI from exhibiting at these events is significant for both you and your company, but success is entirely contingent upon effective planning and execution. Companies that fail to deliver on time risk losing valuable opportunities, and incurring substantial, and potentially company breaking, costs, along with bad media coverage and a loss of reputation.

Logistics Success Pyramid



At Handdels London, we stand out as a leader in the logistics industry, with a proven track record of success at many major events across the globe, and by delivering on time, every time for everyone from Royalty and Heads of State, through to global tech companies and brands, down to micro businesses that need a helping hand. Our commitment to our clients, and our philosophy that "failure is not an option" sets us apart from the competition.

If you are planning to exhibit at an upcoming trade show and if you need to ensure that your logistics are handled with the utmost care and professionalism, we ask that you get in touch with our office here at Handdels London.

Let us support you by taking your events personally, to make your next experience a resounding success.