Case Study
Trade Show on Tour

UniGroup Logistics is known for providing quality transportation and shipping services throughout the trade show industry. UniGroup leverages its worldwide network to meet the critical timelines and specific shipping requirements that define this type of business. This case study outlines one example of how UniGroup Logistics can provide a customized solution to meet clients’ trade show requirements.

Project:
Two of the world’s leading electronics manufacturers needed a transportation and logistics company experienced in trade shows and exhibitions to assist with a six-week road show that would stop in 34 different cities.

Challenges and Opportunities:
The clients needed an experienced logistics company with the knowhow and ability to schedule their exhibits to arrive at each event location on time and without damage.

UniGroup Logistics overcame the challenge and was able to provide the following services:

• Set transportation schedules to efficiently plan each trip to result in on time delivery of product
• Consolidating both exhibits onto one trailer to reduce overall cost for each client
• Team service when time between events did not allow for standard transit
• Knowledgeable and experienced van operators to assist with the set-up and removal of product that was being displayed at each of the 34 events
• Assurance that trade show displays were in pristine condition at each event by providing blanket wrap service and properly securing the freight for each leg of transit
Value of Using UniGroup Logistics:

UniGroup provided both clients with a customized solution to meet each of their particular road show needs. The UniGroup Logistics solution included seven dedicated van operators, each with air-ride equipped tractor trailers to transport the exhibits. Each van operator was assigned to multiple show deliveries over a six-week time frame and assisted with the set up and teardown at each location. Organizing the effort in this way helped give the client reassurance that the van operators would arrive on time at each event, be knowledgeable about the set up and tear down processes, and deliver the products in pristine condition.

Execution:

By developing a solution to consolidate both customers' product and display into one truck per route, UniGroup Logistics helped considerably lower each client's overall cost for the course of the road show versus shipping individually to each event. The customer also had the benefit of having a dedicated driver who was familiar with the set up and tear down of the exhibit which reduced cost and minimized the chance for damage during the tour.

About UniGroup:

UniGroup Logistics applies its expertise, asset-based network and vast resources to support clients' unique requirements utilizing two trusted names in the transportation industry—United Van Lines and Mayflower Transit. Ask us how to put the UniGroup network to work for you.