



CEP Newsletter, 2009 Volume 2.



Universal Avionics' lightweight "green" exhibit is a stand-out at the Aircraft Electric Assn. Show.

Lessons from the Ostrich

There are three things to know about the ostrich.

The first thing is that ostriches don't actually stick their heads in the sand when threatened or afraid. Instead, they flatten themselves out on the ground to blend in with their surroundings and hope for the best. They try to look like a pile of sand, rather than a meal for predators.

Also, ostriches can run at a speed of nearly 45 mph, leaving their enemies in the dust. They can sustain this speed for long distances, making it difficult for a predator to keep up or catch up.

The ostrich's third line of defense is not so well known: they are aggressive and dangerous when cornered. They can cause injury or death to a predator – they fight with big flightless wings and kick with large clawed feet. Their strong knees allow them to deliver quite a wallop.

The ostrich's behaviors might be guidelines for a lot of companies these days. Even if sticking one's head in the sand is impossible, lying low to stay out of sight till the enemy's gone could be tempting, but is not the best way to operate. Likewise, running away from the competition may get us out of the way of customers as well as competitors. Not a good way to truly get ahead.

But the ostrich's aggressive streak may be just what we need to emulate today.



Karl Storz debuts its strong new design at AAOS in Las Vegas.



CEP designs a new exhibit for Euro Pro's new booth space at the Housewares Show.

Standing up for their businesses, re-branding themselves, and facing the current climate head-on is just what several of CEP's customers are doing.

This majestic bird has a number of strategies to protect itself, but its lesson for smart marketers is to face the fear and kick back. Polish your brand, seize new opportunities, and put yourself out there. It's the way to stay on top.

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Greetings!

CEP had a very busy winter. We had our usual large shows, and picked up several new clients. We worked especially hard to increase our Housewares Show activity, in spite of lower overall exhibitor numbers for the show.

In addition to our core tradeshow exhibit business, we've actually expanded some services over the past six months. We've increased the "Environments" portion of our business, which you can read about in this newsletter issue, and we've increased production and support staff to better serve our new and existing customers.

CEP International has seen a substantial increase in activity and new clients so far this year. As more companies market their products in other countries, we strengthen our international services to better handle the logistics and extend our global reach.

CEP's motto this spring has been: **Refresh-Refurb-Revive** your marketing program. I'd like to hear from you – how is your business doing, and how can CEP help you polish your brand? You can reach me anytime by phone or email, or stop by our facilities if you're in Chicago, Las Vegas, or Orlando.

Best wishes for the summer and the next quarter.

Werner J. Koos
President and CEO



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Comfort on the Tradeshow Floor

If you staff your company's tradeshow booth, you know what hard work it is. Even though the folks back at the office think you're partying your nights away, instead you're walking miles and miles across convention center floors, standing on concrete for 12 hours a day, shaking hands with hundreds of strangers, and being "always on" for days at a time.



Contigo shows off its innovative line of AUTOSEAL® beverage ware technology in a sharp new exhibit.

Dealing with prospects and customers all day means you can't relax and let down your guard. Here are some tips that might make your tradeshow trips easier and less stressful.

Know the material: Make sure you're familiar with your responsibilities for the show. Know your company's products and services thoroughly, and recognize your best customers and prospects when they come to the booth.

Look your best: Each show has its own dress code. Some call for nothing less than your best suit; others allow casual or themed apparel. No matter what your show dictates or what your company requires, make certain you look neat and pressed all day long.

Always be on alert: Don't let your potential customers catch you gossiping with co-workers, leaning on counters with your back to the aisle, or drinking coffee and eating your morning bagel in the booth. Prospects expect professional, friendly, competent people who are always ready to do business. And practice that firm, confident hand-shake.

Be in top shape: Drink plenty of water from the time you leave home till you get back to the office. Go easy on the cocktails, and get as much sleep as late functions and early meetings allow. Be sure to have breath mints with you, and skip the garlic bread at dinner.

Be good to your feet: Take at least three pairs of comfortable shoes with you – athletic shoes to get to and from the booth, and two pairs to change frequently during the day. Shoes with a variety of toe room and heel heights will give your legs and feet a break.

Get away from the booth: Take 15 to 30 minutes off as frequently as you can. Make sure the entire booth staff is able to get away for food and restroom breaks.

A well dressed, well rested booth staffer will be sharper, less stressed, and better able to handle the long days and big responsibilities that your tradeshow schedule requires. You can always nap on the plane home.



CEP's new exhibit for Dinex makes the most of its space at the NAFEM Show.

Ostrich Strategies, continued from page one

Bo Jackson's Elite Sports Dome

Bo Jackson has had an impressive career. Star of professional football and baseball, he's also had a long career in marketing and as a spokesman for sporting goods. At a time when other professional athletes are retiring or resting on their laurels, Bo Jackson is moving in a new direction.

At a high visibility spot near an interstate highway in Lockport, Illinois, Bo Jackson's Elite Sports Dome is a unique facility, both in construction and purpose. The air-supported building houses two baseball diamonds, a soccer field, 12 batting cages, a weight-lifting facility, Nike retail shop, players lounge, classrooms, and a track for speed training. This is the first of four facilities of its kind planned across the country.

This Midwestern environment allows athletes to train for amateur sports, college scholarships, and professional opportunities. CEP's contribution to the interior, along with a tour of the facility, can be seen on YouTube videos. The dome is supported by air rather than traditional building supports, making the interior construction challenging but adding to the quality of the facility.

Not one to stick his head in the sand, "Bo Knows" he has to keep moving ahead and strengthening his brand. www.bojacksonelitesports.com



Bo Jackson's Sports Dome features this inviting entrance from CEP.

Whitmor

If ever a company had a reason to fight back, it's Whitmor. This manufacturer of closet organization systems and supplies found itself missing a good part of its warehouse and inventory after a tornado hit its Arkansas facility.

Whitmore knew it had to do more than just get its business up and running – existing orders needed to be filled and customers needed to be served while the company recovered from this local disaster. After 63 years as the industry leader, this was no time to blend in and lie low. But rather than just rebuild its existing facility, Whitmor took advantage of the opportunity to consolidate much of its operation, while lending consistency to its strong brand. With CEP's help, Whitmore produced a new environment in its Ohio headquarters to welcome customers and lead them to its showroom.

Whitmor couldn't outrun tornado winds of 160 mph, but it didn't run away from the challenge of building its brand and keeping its loyal customers happy. www.whitmor.com

Iceland

It's no secret what the European banking crisis has done to Iceland. This tiny island nation was hit hard. But the country is fighting back in a big way.

For Seatrade: Cruise Shipping Miami, the Trade Council of Iceland organized a pavilion to showcase the businesses that serve the cruise industry. The Icelandic Tourist Board's exhibit umbrella included 18 organizations that took advantage of the show's aggressive efforts to market its exhibitors' products and services to attendees.

Iceland itself has a history of independence and has long been considered one of the best places to live and work. When hardship strikes, its government and citizens find themselves fighting back. These savvy organizations understand a vital rule of marketing: put yourself out there in a downturn. They're not letting their customers and visitors forget about them now, so they'll be in top form for the recovery. www.icetrade.is

For more information and photos, see the Case Studies and Galleries at CEPexhibits.com.



The Iceland Travel Assn. houses 20 exhibitors in its pavilion at Seatrade: Cruise Shipping Miami.

UNION JURISDICTIONS IN US CONVENTION CENTERS

It can seem like a jigsaw puzzle where all the pieces are the same color: Which union does what on the show floor?

Some cities have more complex union rules than others, and even in some right-to-work states union workers do everything. How can you make sense out of the rules and be better prepared for jurisdictional divides?

EACA.com

The Resource Section of the Exhibitor Appointed Contractor Association's website lists the major convention centers, and describes the union agreements in each.

Exhibit City News

Their annual "Go to Guide" is a good resource that often covers union responsibilities.

Show Manuals

Every show manual spells out the union rules that your show management has agreed you'll abide by. Often the information can be found in the General Contractor section.

Convention Centers

Many facilities, especially those like McCormick Place that have a number of unions under their roofs, have a person designated to work with show management, exhibitors, and union personnel, to avoid conflicts.

Your I&D Contractor

The company that you hire to install and dismantle your exhibit can manage the various union personnel that work on your exhibit. They will be happy to give you pointers before you hit the show floor.



Vita Foods kicks off its 2009 tradeshow schedule with a fresh new exhibit at the Boston Seafood Show.

If you have a large exhibit to manage, doing a little research ahead of time can make sure you know who services which portion of your exhibit, saving confusion and stress onsite.

