



# GLOBAL IMPACT

ISSUE III



## AN IMPRESSIVE PERFORMANCE

CHICAGO-IL, the International Manufacturing Technology Show 2014 (IMTS). After months of strategic planning and production it was finally show time. Emerging from a sea of 2,000+ exhibits stood the enormous 17000 sqft (1579 sqm) Doosan Infracore America exhibit, the cornerstone of CEP's accomplishments at IMTS 2014! Doosan Infracore America was positioning themselves as one of the top three global machinery providers in the industry. Therefore the timing was ideal to launch a new corporate identity for their IMTS 2014 exhibit. CEP's strategy was to enhance their strong brand positioning and to demonstrate Doosan as a major provider to the global machinery industry. The CEP team worked closely with Doosan to ensure that every detail and area of the exhibit offered an opportunity for attendees to experience the Doosan brand in an impactful, three dimensional manner.



Exhibit architecture featuring precision angles was utilized to emphasize Doosan's commitment to performance under pressure and the utmost quality of their line of precision machine tools. Oversized exhibit structures and elements were created and used to demonstrate the dominance of Doosan as a top provider to the global machinery industry. Large fabric structures were used to heighten and identify the Doosan brand within the large exhibition space. The conference/hospitality center was comprised of a 100' x 38' two-story structure that featured a large LED video wall at ground level, several private meeting rooms, two large storage areas and an employee sales office that housed all necessary equipment to keep business moving at normal sales levels. A complex overhead truss and theatrical lighting system provided environmentally-friendly LED lighting for all machines that were on display in the exhibit. A large, white canopy that was attached to the system covered the open sales area of the exhibit and provided an aesthetic sense of comfort and warmth to the overall look and feel of the exhibit; allowing attendees to feel as though they were a part of the Doosan family. CEP planned, managed and executed an exhibit that upped the ante for Doosan and had a major presence across all facets of the show floor!



IMTS proved to be very beneficial for Doosan. 4,000+ leads were captured, 50% of the displayed machines on site were sold, along with added machines sales and there was extremely high attendance at the customer events. Doosan achieved 100% of their targeted goals at IMTS, and CEP is proud to have worked together with Doosan to set the stage for them to achieve their targeted results.

CEP INTERNATIONAL:  
PROUD MEMBER  
OF THE GLOBALLY  
RECOGNIZED ORGANIZATIONS



# IMTS 2014- THE FACTS



- One of the largest industrial trade fairs in the world
- Over 2,000 exhibitors and 114,000 attendees from over 115 countries
- Held every two years in Chicago, Illinois USA at McCormick Place
- Product categories include: Metal Cutting, Tooling & Workholding Systems, Fabricating/Laser/Additives, Abrasive Machining/Sawing/Finishing, etc.
- This year's fair undertook significant growth in international participation and total buyer attendance
- CEP had the pleasure of servicing 17+ exhibitors at this year's exhibition

## EVENT TO EXHIBIT: A DOUBLE DOSE OF SUCCESS!



Kone Inc., a leading manufacturer of people-moving products including elevators, escalators and moving walkways, recently appointed CEP as their event management company to help launch a comprehensive and flexible People Flow Intelligence Program. The event was entitled The Next Leap, and CEP was instrumental in custom building and managing a series of industry leading technological solutions for access and destination control, as well as information communication and equipment monitoring. Clients, consultants and architects from across the globe attended this special corporate product/program launch which was very successful. Immediately following the event, CEP Labor Source efficiently and effectively transported key components from the event to Kone's stand space at Chicago's McCormick Place to their AIA Convention environment!



## CEP INTRODUCES EVP/GM



CEP is pleased to announce Michael Ebert, as Executive Vice President General Manager. Michael has been a part of the CEP team since 2013, when he joined us as Vice President-Director of Sales. He has extensive experience with a wide range of trade exhibit, marketing, event and business development responsibilities over his 15+ year career. Ebert's new role includes the implementation of a variety of strategic initiatives and practices for the company; increased involvement with CEP's executive leadership; along with expanding market segments, standardizing operating procedures and serving existing CEP clients. We are proud to have Michael on our team!

## A FEW OF OUR CLIENTS





# NPE 2015-ORLANDO, FLORIDA

During March, 2015 Orlando will host the International Plastics Showcase (NPE)-the largest plastics industry exhibition in the world. The fair will welcome over 2,000 exhibitors and over 60,000 attendees. Located a short distance away from Orange County Convention Center, and being a service contractor that provides shipping, onsite supervision and complete installation and dismantling services, CEP International will provide the best quality stand and services, while providing the most cost-effective solutions to 15+ exhibitors!



## KEY DIFFERENCES WHEN EXHIBITING IN THE UNITED STATES

**Rules & Regulations:** Dimensional specifications, height restrictions, rules and regulations vary from city to city and from show to show, so it is very important to study the rules and regulations provided by show management before designing a stand. Work with a U.S. partner to receive updated information.

**Material Handling (Drayage):** Material handling (drayage) is charged for the general contractor to deliver stand materials from the shipping docks to the stand space, storing of empty containers during the exhibition and finally for the transport of all materials back to the shipping docks at the close of the exhibition.

**Installation & Dismantling:** There is no stand construction carried out on-site. Only the assembly of ready stand components takes place on show site. Installation time is short- typically 3-4 days at the most. Installation and dismantling labor is heavily dependent on union jurisdictions. To minimize labor hours and costs, work with a U.S. partner such as CEP LaborSource to determine the factors that eat up your on-site labor hours (and subsequently your budget, especially if I&D will be on overtime)

**Union Jurisdictions:** Labor unions limit exhibitors' ability to do certain tasks, from vacuuming stand carpet to plugging in monitors. Unions and what you can and can't do during installation vary from city to city so it is important to consult with a U.S. based partner who can provide current, updated information.

**Design & Materials:** Laminate finish or white sintra is standard for wall panels and finish; paint finish is not common. Excessive stand lighting is not always needed, as most U.S. exhibition halls are adequately lit. Flooring typically consists of plush carpet with padding underneath; platforms are not very common and can increase installation labor costs. Cables and wiring are covered by carpet and padding. Pipe & Drape material is used to form shell schemes for stands.



# GREETINGS!



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To kick-off the New Year CEP serviced a number of notable brands at four large exhibitions that were held simultaneously at the end of January in Las Vegas and Orlando: The PGA Merchandise Show, SHOT Show, and the Kitchen & Bath Industry Show co-located with the International Builders Show. This large undertaking has proved to be an exciting start to 2015, and we have an enthusiastic outlook on what the rest of the year will bring! Our exciting journey will continue into March with International Home & Housewares Show and the International Plastics Showcase!

The CEP International Team strives to make a continuous effort to work and communicate with our international partners to ensure that we are meeting all needs and expectations. Our international partners are an important asset to CEP's growth, and we thank you for the opportunities to collaborate with one another. We are proud to have many long-term partners who have entrusted us to service their clients' U.S. exhibition needs. As always, we will continue to encourage our team to keep the customer our top priority and to do everything in our power to continue to build mutually beneficial relationships!

To conclude this edition of Global Impact I would like to wish you and your respective continued success during the remainder of the year!

Best regards,  
Allison

