

Concierge Elite[®]

By Freeman

F R E E M A N

Leading
North America
in face-to-face
marketing.

40 North American offices

3,000
Expositions produced

107 Production of largest 200 US TradeShows

1927
Established

10,000
Worldwide events

9,476,300
Annual customer/attendee connections created







F R E E M A N







F R E E M A N

Concierge Elite[®] objectives

STREAMLINE exhibitor/vendor communication on show site

VISIBILITY for operations to issue identification and real-time resolution

COMMUNICATE issue resolution progress to exhibitors

ENABLE show management view of all vendor work

SIMPLIFY show site process for exhibitors

Concierge Elite[®] solution

DEVELOPED Windows phone and companion web-based dashboard application

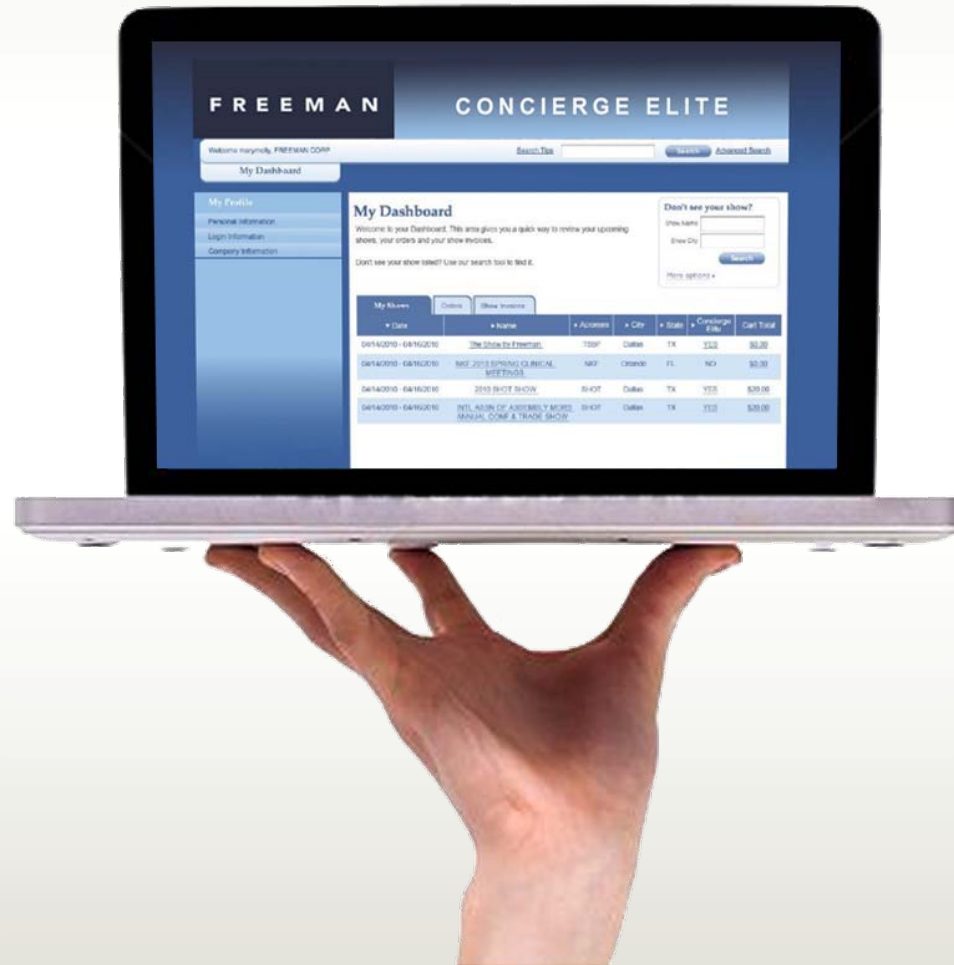
TRAINED operations on replacing paper and manual processes with hand-held units

ROLLED OUT program to exhibitors, vendors, venues and show management

CHARGED NO FEES for solution to exhibitors, vendors, venues or show organizers

Concierge Elite:

More mobility. At your service.



Empowerment
Process Improvement
Connectivity

Concierge Elite[®] empowerment

REAL-TIME VISIBILITY	show information - orders, shipments, and requests
EXPEDITE	show move out process
EQUIP	exhibitors • display houses • show managers • service contractors
ACCESSIBLE	laptop • mobile device

Concierge Elite[®] process improvement

BOOTH CHECKS

REQUEST MANAGEMENT

CUSTOMER COMMUNICATION

SHOW LOGISTICS

OUTBOUND PROCESSING

CUSTOMER FEEDBACK

Concierge Elite[®] Booth Checks

Visibility

Transparency

Real Time

Booth Checks Visibility

Real-time, detailed visibility into all shipments enables on-the-spot booth checks to be conducted



Booth Checks Transparency

Visibility into exhibitor orders for Freeman
and other show contractors



Booth Checks Real Time

Exhibitor roll-call allows supervisors to flag exhibitors as “present”, thus identifying empty booths that need to be addressed before show opening



Concierge Elite[®] connectivity

REQUEST MANAGEMENT

CUSTOMER COMMUNICATION

SHOW LOGISTICS

OUTBOUND PROCESSING

Concierge Elite[®] Request Management

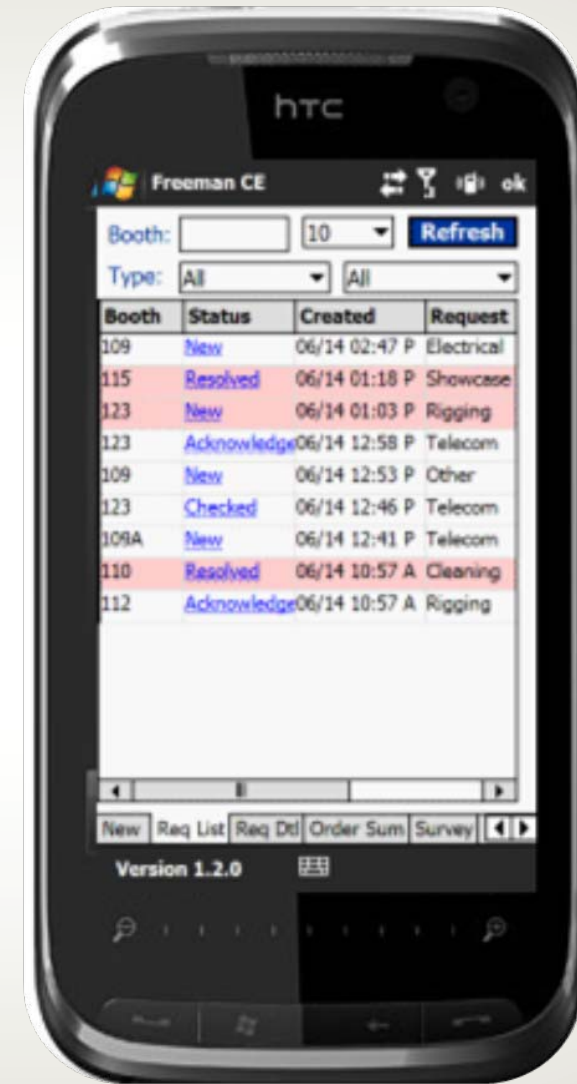
Service

Responsiveness

Connectivity

Request Management Service

Real-time visibility to customer submitted requests. New requests and updates since last viewing are flagged for easy identification.



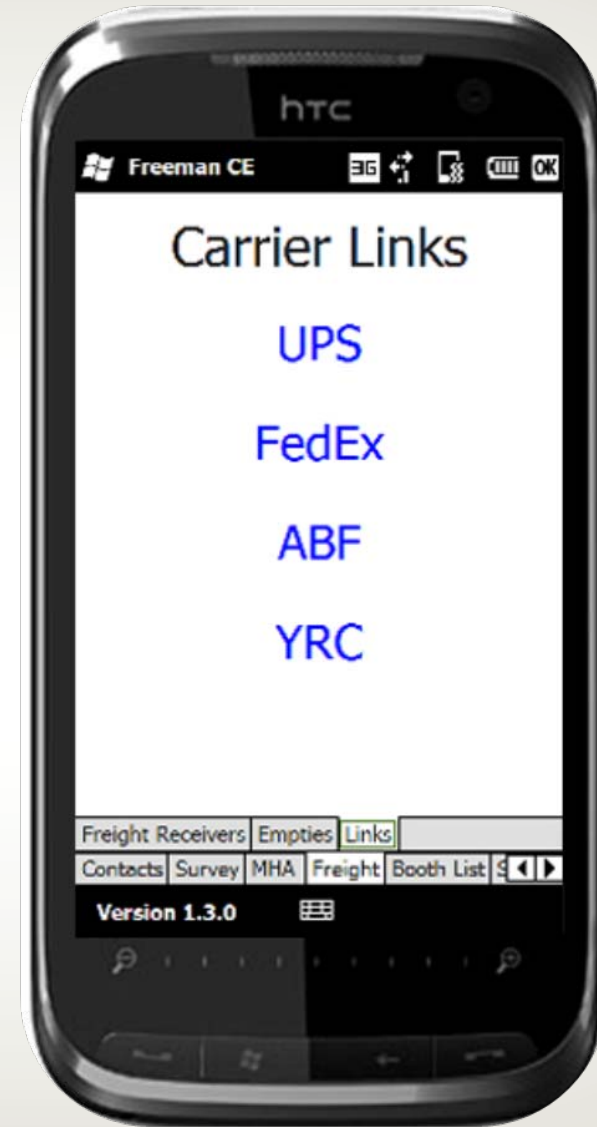
Request Management Responsiveness

Real-time alerts sent to exhibitor as soon as their request is acknowledged and a second alert sent as soon as their request is resolved.



Request Management Connectivity

Hyperlinks to external carrier sites allow supervisors to search for missing freight on behalf of an exhibitor



Concierge Elite[®] Customer Communication

Shipment Notification

Customer Communication Shipment Notification

An alert is sent to the exhibitor when the supervisor marks a shipment for their booth as “unloaded”, indicating that the freight is now physically in their booth



Customer Communication Shipment Notification

Alerts are sent to the exhibitor when all empty containers for their area are returned. One alert when all fiber cases and cartons are returned and a second alert when all crates are returned.



Concierge Elite[®] Show Logistics

Floor Zoning

Tailored Customer Management

Dashboard Overview

Show Logistics Floor Zoning

Ability to segment the floor into zones and assign specific supervisors and booths to each zone

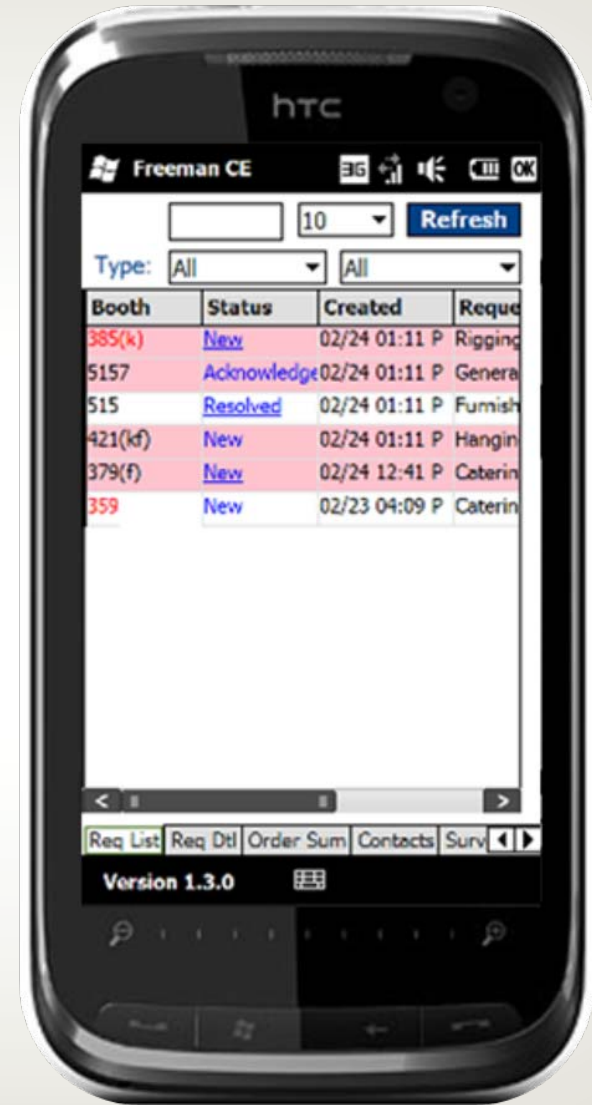
INTERPHEX 2011

Map Users to Freight Zone

Freight Zone Name	Select	Associated Users	Edit/Add Users
3A GREEN	<input checked="" type="checkbox"/>	Freight Supervisor1 Freight Supervisor5	Edit Users
3A RED	<input checked="" type="checkbox"/>	Freight Supervisor1 Freight Supervisor5	Edit Users
3B GREEN	<input checked="" type="checkbox"/>	Freight Supervisor1 Freight Supervisor4	Edit Users
3B RED	<input checked="" type="checkbox"/>	Freight Supervisor1 Freight Supervisor4	Edit Users

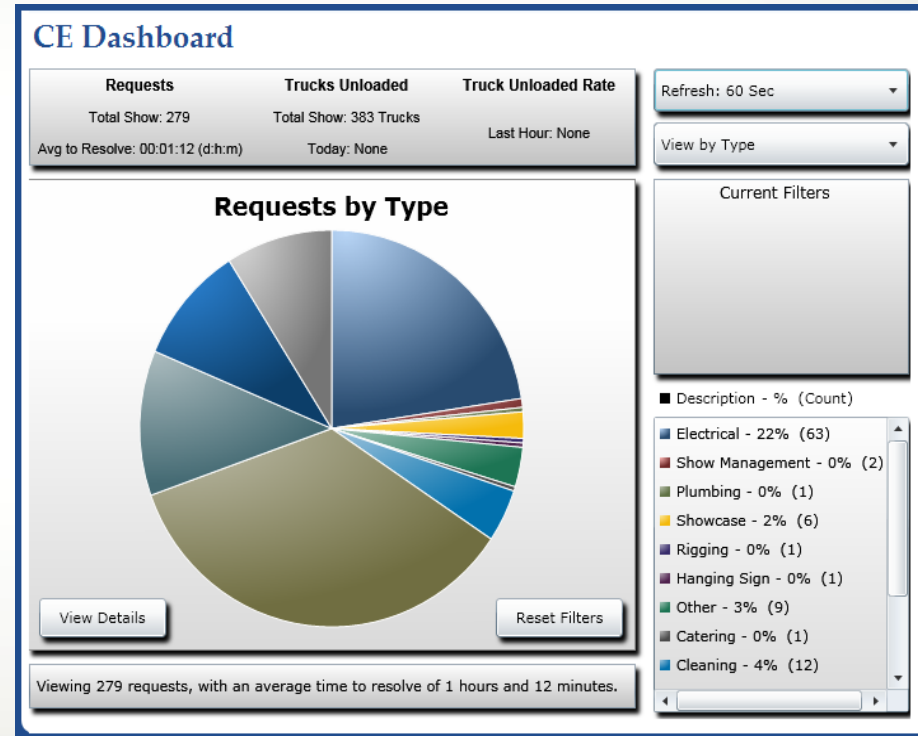
Show Logistics Tailored Customer Management

Show management defined VIP customers and first time exhibitors are identified on the PDA to support special procedures



Show Logistics Dashboard Overview

Visibility to management dashboard that displays valuable inbound truck unloading statistics, as well as requests by type



Concierge Elite[®] Outbound Processing

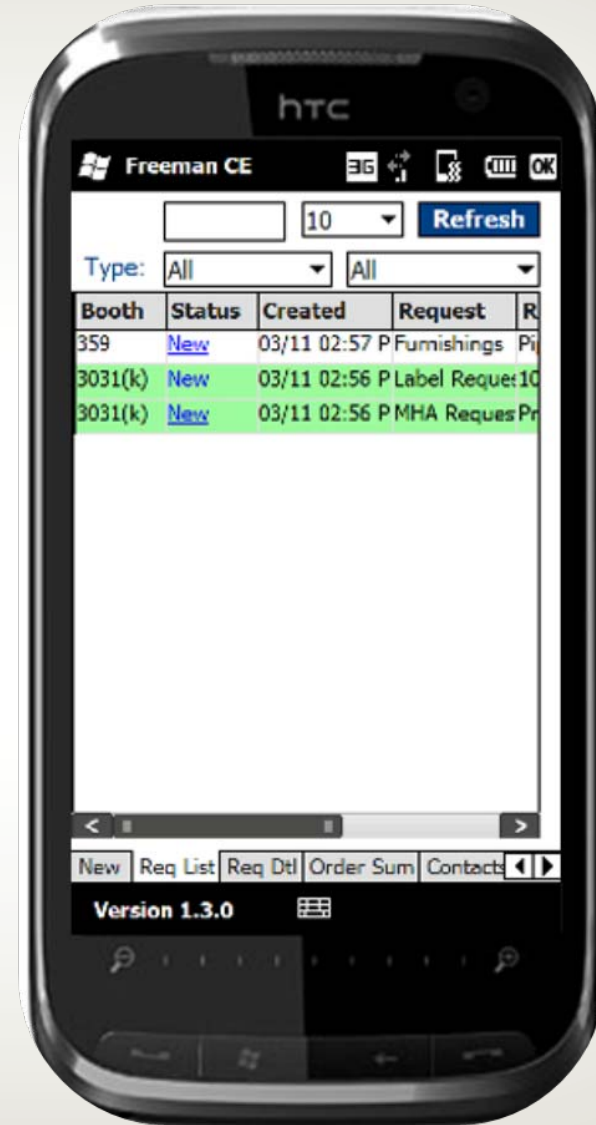
Ready Alert

Loading Oversight

Customer Feedback

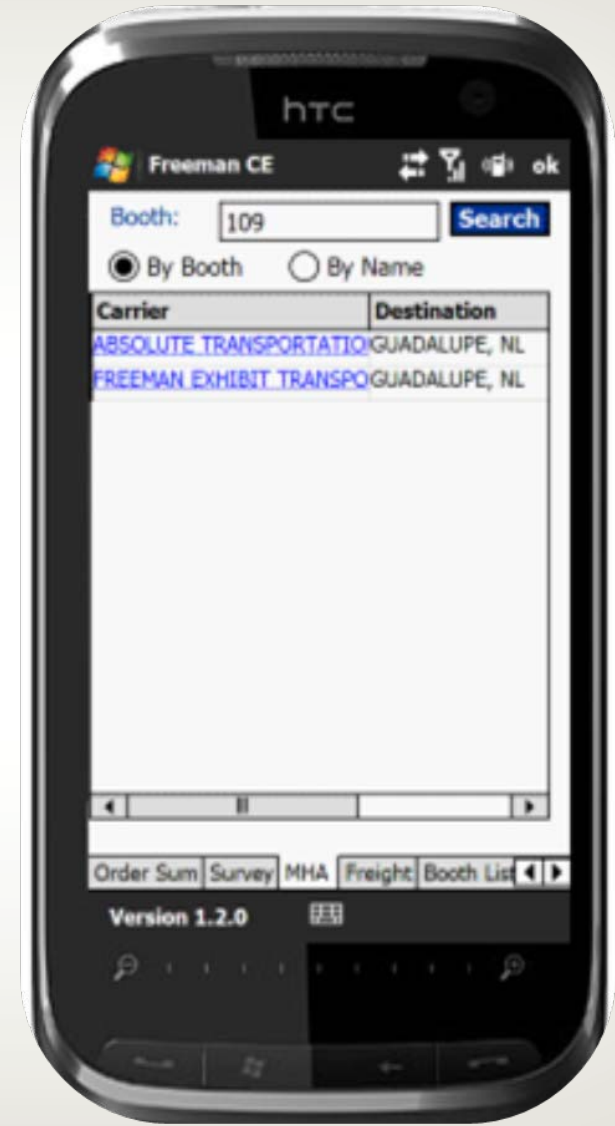
Outbound Processing Ready Alert

Operations receives real-time alerts when each exhibitor completes the outbound checkout process, indicating that their freight is ready to be picked up from their booth and loaded onto their selected carrier



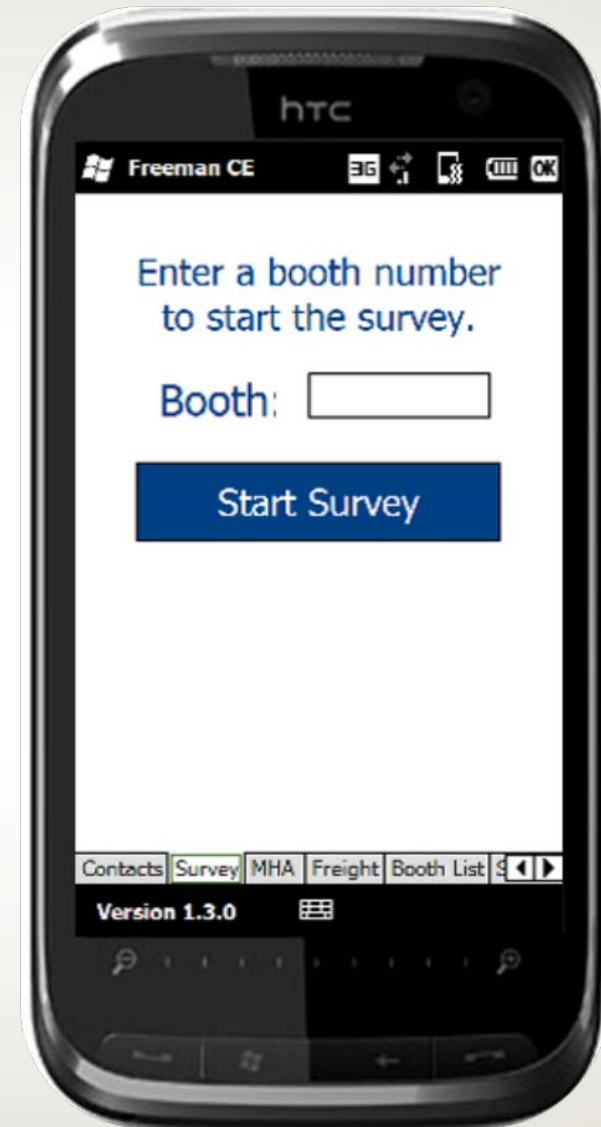
Outbound Processing Loading Oversight

Visibility to all outbound shipments for a booth to ensure proper loading onto the carrier trucks



Outbound Processing Customer Feedback

Supervisors can accept customer feedback and immediately place it into the system, replacing a manual paper survey process



Results Summary

- Continuous exhibitor communication at show site
- Increase of 3% - 5% in customer satisfaction
- Freeman able to track internal operations performance
- Show organizers have clear, more detailed real-time view of show operations
- Improved attraction and retention of customers in tough economic times

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SHOWS **88**
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EXHIBITORS **63,387**
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TEXT MESSAGES SENT **5,231**
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.....
EMAILS SENT **158,660**
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.....
MOVE-IN REQUESTS **8,603**
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Thank you.

