

## A Look Back at the Top 5 Articles from 2012

By Michelle Bruno



**A**s we begin our fourth full year of publication, it's time to look back on some of the most popular articles of 2012. Our focus on information for international trade show organizers has made Global View Notes a one-of-a-kind publication written by trade show practitioners who have been in the trenches at U.S and overseas exhibitions, in venues all over the world and on top of changes that affect the international exhibition industry. Here's why.

### **11 More Questions to Ask On A Site Survey At An International Convention Center— March 15, 2012**

We covered this topic in 2011, but felt that there was more to the story. In 2012, we added to the list of questions that planners should ask when visiting a venue overseas:

1. What transportation is available from the airport to the venue?
2. Can the venue or CVB arrange our overnight stay?
3. What are the specific characteristics of the exhibition hall and conference rooms?

4. What kind of venue management will we be working with?
5. What in-house departments are available for our use? Are there preferred or exclusive suppliers for the venue or CVB?
6. Specifically, what kinds of heating and/or air conditioning amenities are available, what energy outlets are provided and what converters will we need for electrical appliances?
7. What are the rules and regulations pertaining to waste management?
8. Are there established procedures for emergencies or staff on hand for medical situations?
9. What security is active before, during, and after the exhibition?
10. Are there any government regulations governing Internet use?
11. Is printed information available on the venue?

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## Update on International Visas—April 10, 2012

Although the visa situation has eased considerably in the past 12 months, it was still a problem in 2012. Global View Notes (GVN) explored the Global Entry Program—expedited clearance through customs for pre-approved travelers, the Visa Waiver program, which allows visitors from certain countries to enter the U.S. without visas and President Obama's mandate to improve staffing and technology to speed up the visa issuance process.

GVN also explored another initiative; the JOLT Act would also institute a number of changes to the visa application process including lowering some fees during off-peak seasons, raising fees to cover increased staffing in high-volume areas, setting time limits for visa processing and adding Poland to the list of Visa Waiver Program countries.

## Organizing an International Trade Show or Pavilion in a Volatile Region—July 11, 2012

Despite the changing geo-political climate in many countries, it's still possible to organize an international trade show if the right precautions are taken:

- Deciding whether the risk is worth the benefit is the first step for most trade show organizers.
- Managing a show in a volatile region is less difficult when organizers offer booth packages, work with an experienced freight forwarder, set show hours around local customs, inform the local embassy personnel about the show, arrange for exhibitor comforts inside the venue, remain vigilant about local conditions and work with a partner that understands local customs and culture.
- Setting exhibitor expectations helps exhibitors prepare more effectively.

## An Ode to the Customs Broker: Why International Trade Shows Can't Live Without Them—October 24, 2012

Having an official customs broker for the show offers a number of advantages for show organizers:

- Having an official customs broker for an international trade show indicates that the organizer is serious about servicing international exhibitors.

- Customs brokers keep organizers informed about pending legislation and regulations—even labor actions in the ports or issues with the transportation infrastructure—that could impede the timely delivery of international shipments to the show.

- Brokers can assist organizers with obtaining designation from the U.S. Department of Commerce as an official trade show under the Trade Fair Act of 1959 affording them duty-deferment privileges for their exhibitors.

- Working directly with a broker—rather than through a third-party—helps organizers keep costs for exhibitors down.

## How to Build International Participation in U.S. Shows—December 18, 2012

During IAEE's annual meeting in December, Cherif Moujabber of Creative Expos and Conferences Inc. moderated a panel on how to expand an exhibition's international exhibitor base. Panelists included Chris Nemchek of the National Association for the Specialty Food Trade and Daniel McKinnon from the TradeFair Group. The three experts outlined a six-step plan for show organizers:

1. Secure buy in from the entire organization—everyone needs to know what it will take to be successful.
2. Target the right country—there is low-hanging fruit to be picked first.
3. Organize the right resources—It takes a village to put together the network required to build international support.
4. Develop a network of in-country sales agents—local representatives have contacts and knowledge of the local market.
5. Prepare exhibitors for U.S. trade shows—Successful exhibitors return the following year.
6. Address internal and external objections—keep senior managers in the loop throughout the process.

*It has been a pleasure to serve our readers the past three years. We have more great content in store for 2013.*

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Rogers Worldwide

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