



ROGERS
WORLDWIDE

GLOBAL VIEW

Notes



The “Global View” Year in Review *What You May Have Missed in 2011 and What’s in Store for 2012*

By Michelle Bruno

At the beginning of the year, the Global View staff made a promise to readers to focus on topics, best practices, case studies, and ideas that would help trade show organizers grow and expand their international customer bases, accommodate their foreign exhibitors, and take their shows and communities overseas. Looking back on the issues emailed to customers every other week, we realize just how much material we covered. Here are some of the highlights and what we have in store for 2012.

Import

During the year, Global View touched on a number of issues of interest to US-based exhibi-

tion organizers marketing to potential overseas buyers and exhibitors. In addition to the traditional marketing channels including websites and microsites for international exhibitors, the article, “Social Media Marketing for International Trade Shows,” offered show organizers some new media options for promoting events to audiences outside the US. Global View also explained another marketing tool for organizers, the International Buyer Program, which utilizes government offices and agencies around the world to promote US shows that meet certain qualifications.

Getting foreign buyers and exhibitors through the gauntlet of red tape that is US Immigration (for visitors to the US) and Customs (for companies importing goods to the show) is of prime



Continued on page 2



concern to trade show organizers. An issue early in the year revisited the ongoing problem of international visas for travelers. A separate article outlined the procedures for importing the tough stuff: perishable, sensitive, highly regulated, and oversized shipments.

Once attendees and exhibitors make it into the show, exhibition organizers turn their attentions to enhancing their experiences. Global View devoted three issues to that subject:

- [Accommodating International Buyers at U.S. Trade Shows](#)
- [Best Practices for International Exhibitors Participating in U.S. Trade Shows](#)
- [The International Attendee Experience: Tips, Tricks and Technology to Keep Them Coming Back](#)

Export

Of course, a good number of US organizers—representatives of foreign exhibition producers or trade associations—are interested in organizing USA pavilions or stand-alone trade shows in hot markets. Global View offered advice on extending a show's brand overseas, selling exhibit space, selecting a convention center, and evaluating overseas trade shows. Once plans are made to organize a show or pavilion, organizers concern them-

selves with helping exhibitors ship exhibit materials to the show. In 2011, Global View provided information for exhibitors on export regulations and shipping oversized freight to international exhibitions.

Case Studies

Advice about organizing trade shows in foreign countries is helpful, but actual case studies are even more valuable. This last year, Global View chronicled the actual experiences of several US-based show producers as they participated in events in some of the hottest regions of the world: India, Dubai, Mexico, and China. Take a moment to read about how they dealt with outdated infrastructure, differences in attendee acquisition practices, a slow global economy, and local customs.

Transporting exhibit materials to emerging markets can be challenging. So, a number of newsletter issues covered the documentation and procedures required for exporting exhibits to Dubai, Mexico, Brazil, and China. These guides for shipping provided exhibitors with the basics as well as the specifics for each individual destination.

Over the last three years, Rogers Worldwide has created the most extensive library of articles devoted exclusively to international exhibitions and logistics. In 2012, we will continue to build on our resources and add a blog to our [rerogers.com](http://www.rerogers.com) website. We look forward to helping our clients learn more about how to expand their events in the US and overseas. We hope to make the process interesting, educational, and (occasionally) fun.

What are your
burning questions?

**Click here to take a
brief survey
(only four questions).**

It's been a fantastic year serving you.
We at Global View and Rogers
Worldwide wish you the happiest of
holidays and a prosperous 2012.

H A P P Y H O L I D A Y S



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