



# Trade Show & Exhibit Management Services



**MVP will  
Produce & Manage  
your  
Trade Show  
or  
Exhibit Program  
From Start to Finish**

**Over 37 years in the industry**



## Development

**MVP** provides a comprehensive package, designed to you develop and manage your new or existing trade show or exhibit program. If your association or organization holds an annual conference or convention, this is the perfect opportunity to hold a trade show. A well run exhibit program or trade show will produce revenue for your organization, and offset many of the costs of your annual conference.

### New Trade Shows

If you have done a trade show, the first step is to analyze your particular industry and review details of your annual conference and its attendees. We then determine what type of services or products your members use or would be interested in, and then find a category of exhibitor that would fill those needs. If it looks like there is an exhibitor base to draw from, we move forward.

### Existing Trade Shows

If you have an existing trade show with your annual conference, do you have the same person manage it every year, or do you have a new volunteer exhibit chairman that rotates every year, and basically starts from scratch?

Associations that have a new person within their organization manage the exhibits every year, tend to do it along with other association or conference duties, and can't dedicate the time that is needed to develop their exhibit program into a professional and profitable trade show. If they are not familiar with city and state codes and regulations, and don't work with show contractors, decorators, and rental companies on a regular basis, they can be overwhelmed with all the details and make costly mistakes.

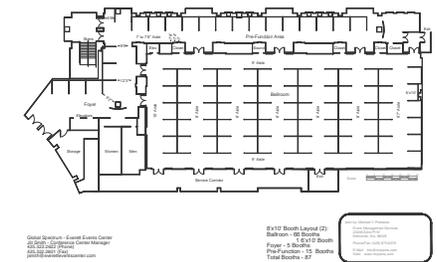


## Production

**MVP** will coordinate all the trade show details with your facility, contractors, suppliers and regulating agencies from start to finish. We will;

- Do a site inspection
- Obtain required permits
- Develop budgets
- Design the exhibit layout

Everett Events Center - Ballroom



- Contract with decorators, rental and service companies as may be required to provide booths, furnishings, utilities or other services
- Develop schedules
- Develop and produce exhibitor applications and contracts
- Market to potential exhibitors by mail, e-mail, telephone, web, or as needed throughout the year
- Receive and file exhibitor applications and contracts, and maintain exhibitor information and documentation as required by some cities, and the State of Washington.
- Develop and distribute "Exhibitor Packets." These can include, general information, rules & regulations, schedules, as well as rental and service forms for equipment, utilities, drayage or other optional items
- Develop and operate give-a-ways and prize drawings designed to increase attendance

## Management

**MVP** will manage the installation and dismantle of the trade show as well as remain on site during show hours. We will;

- Work with exhibitors prior to the show to make sure any special needs are addressed
- Oversee the installation and dismantle, and coordinate details between the facility, contractors and exhibitors
- Remain on site during show hours as the exhibit manager, to handle any needs of exhibitors, and to monitor the overall trade show



### After the show we will;

- Develop a post show survey form, and distribute it to all exhibitors.
- Prepare a post show wrap up evaluation and report for your organization, with recommendations for the following year.
- Begin marketing the show for the following year.



## Contracting

If **MVP** is producing or managing your trade show, we can offer you great deals on equipment and services that you are already paying for. **MVP** works with a number of decorators, rental and service companies on a regular basis, so we will bring in the one that is right for your event. Our volume discounts and close relationships with these companies will save you time and money. We offer this as part of a management packages or as a stand alone service.

We can;

- Contract and coordinate all equipment and services for your event including;
  - Decorators
  - Rental companies
  - Electrical contractors
  - Sound & lighting companies
  - Staging companies
  - Display companies



- And much more



## About MVP

Michael V Prebezac has been in the event rental & service contracting business, in the Seattle area, since 1974, both owning and managing companies that specialized in equipment & services for Tradeshows, Festivals, Fairs & Special Events. These events have included Bumbershoot, Northwest Folklife Festival, Seafair, Everett International Air Fair, as well as many community festivals, state & county fairs, and hundreds of corporate and special events. The company was sold in 1999.

Event Management Services began as an event consulting business in 2002, and has developed into a full production and event management company.

Our production & management services are designed to help associations and trade organizations produce a profitable trade show along with their annual conference.



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