



The Importance of Communication

Trade shows move fast. Deadlines stack up. Details multiply.

And you only get one chance to get it right.

Between show rules, payment schedules, furniture selections, union regulations, material handling forms, electrical orders, and shipping instructions, the paperwork alone can feel overwhelming.

Many companies review the manual, place their orders, arrange freight, and move on.

Everything is handled. Or so it seems.

But when communication breaks down, execution suffers.

Where Most Exhibitors Lose Control

In many organizations, the person who completes the show paperwork is not the person working the booth.

When that information is not shared clearly, problems show up on-site.

Sales teams arrive without knowing:

- What furniture was ordered
- Whether power and internet were secured
- When shipments are arriving
- How freight is returning after the show

The result is unnecessary stress, wasted time, and missed opportunities.

Extra furniture crowds the booth. Power is missing. Outbound paperwork is unclear. And instead of focusing on prospects, your team is making phone calls to figure out logistics.

That is not a strategy. That is damage control.

Trade Up To A Better Experience



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Clear Communication Drives Performance

When your onsite team has complete and accurate information before they arrive, everything changes.

They walk in confident.
They know what to expect.
They are prepared to sell.

Before every show, your team should receive:

- All order confirmations
- A summary of services and rentals
- Tracking numbers and shipping details
- Inbound and outbound Bills of Lading
- Clear instructions for freight pickup and payment

Better yet, include them in the planning process. Align the booth setup with their sales goals. Make sure what is ordered supports what they are there to accomplish.

When communication is strong, execution is smooth.

The Move Out Moment Matters

After days on the show floor, your team is focused on results and getting home.

The last thing they should worry about is freight confusion.

Clear outbound documentation prevents delays, avoids additional charges, and ensures your materials arrive at their next destination without issue.

Strong communication protects your investment from start to finish.



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This Is Where SourceOne Makes the Difference

At SourceOne Events, communication is not an afterthought. It is part of the strategy.

We work closely with show organizers and exhibitors to simplify the process, clarify expectations, and eliminate surprises. From pre show planning to onsite execution and move out coordination, our team ensures every detail is aligned.

Because when logistics are handled correctly, your team can focus on what matters most.

Generating leads.
Building relationships.
Closing business.

If you are ready to work with a partner who values precision, preparation, and performance, it is time to **Trade Up to a Better Experience!**

Let's start the conversation.

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