



The Search for a General Service Contractor

Making the Right Choice and Trading Up to a Better Experience

Show organizers and event planners understand that a successful event does not happen by accident. Behind every seamless registration area, striking entrance unit, organized show floor, and high-energy networking lounge is a seasoned General Service Contractor (GSC).

A strong GSC does more than provide pipe and drape. They transform an empty convention center into an environment that reflects your brand, supports your exhibitors, and elevates the attendee experience.

At SourceOne Events, we believe clients deserve to Trade Up to a Better Experience and that choosing the right partner makes all the difference.

Here are key factors to consider when selecting your next GSC.

Budget with Intention

Your budget sets the framework for your RFP and ultimately your event experience.

Allocate funds strategically and allow room for creativity. The right GSC will maximize every dollar while offering best practices that enhance your show's overall impact. A thoughtful investment in design, logistics, and exhibitor support often pays dividends in satisfaction and retention.

The goal is not simply to spend less. The goal is to spend wisely.

Do Your Research

Today, information is everywhere.

Ask for client references. Review websites. Explore social media. Ask facilities for references. Speak with industry peers. Look beyond price and evaluate reputation, responsiveness, and long-term relationships.

Most importantly, choose a partner who listens to what you want, rather than telling you what they think you need.

A true partner aligns with your vision and builds from there.

Trade Up To A Better Experience



The Search for a General Service Contractor

Develop a Realistic RFP

Your GSC is your event architect. The more clarity you provide, the better they can design around your goals.

When building your RFP, consider:

- How you will use the space
- How the show floor should flow
- Your exhibitor expectations
- Branding opportunities
- Budget parameters

Be realistic about your needs while remaining open to ideas. Often, small enhancements can create a significant impact.

What Sets a Great GSC Apart

Every contractor can provide the basics. What separates good from exceptional is execution, partnership, and forward thinking.

Customer Service

Your exhibitors and attendees expect a smooth, stress-free experience. Responsive communication, proactive problem solving, and a dedicated service team matter.

Visual Excellence

A clean, well-maintained show floor reflects your association's brand. From entrance units to aisle carpet to registration counters, details shape perception.

Availability

Consistent communication before, during, and after the show ensures nothing falls through the cracks. Your GSC should feel like an extension of your team.

Forward Thinking

A good contractor executes this year's show successfully. A great contractor is already planning improvements for next year. They identify efficiencies, suggest enhancements, and look for opportunities to elevate your event year over year.

Trade Up To A Better Experience



The Search for a General Service Contractor

Choose a Partner, Not Just a Provider

When selecting your next General Service Contractor, ask yourself:

- Who truly understands our goals?
- Who communicates clearly and consistently?
- Who brings solutions, not just services?
- Who will exceed expectations, not just meet them?

A great GSC will do everything in their power to create a one-of-a-kind experience for you, your exhibitors, and your attendees.

At SourceOne Events, we are proud to serve as an extension of our clients' teams. Our mission is simple: deliver seamless execution, innovative solutions, and personalized service so you can confidently [Trade Up to a Better Experience](#).

Trade Up To A Better Experience