



THINK OUTSIDE THE BOX

PARCEL FORUM 10

OCTOBER 4-6, 2010 • HYATT REGENCY O'HARE • CHICAGO

A fantastic show!
I did not have high expectations due to the economy. Was I ever wrong. This was one of the best trade shows we have attended in the last five years. Thanks to you and your staff for making this show great.


Michael Everson
President & CEO
Data Trak



For the past seven years, **PARCEL Forum** has stood not only the test of time, but has stood alone as **the only event focused on serving the unique and ever-changing needs of the parcel shipping industry.**

So why has a focused, intimate event garnered such industry loyalty and praise? To truly understand, we've put together this "Confidential" Exhibitor Overview which details our winning philosophy.

**PARCEL
FORUM 10**



I just wanted to thank you for a successful **PARCEL Forum** meeting in Chicago last week. Your hard work and attention to detail shows in everything you do. The “Regional Carrier” pavilion worked well for all of us carriers. Shippers seemed to like having all of us together also. Thanks for putting that concept together for us.

Ralph Richter
CEO
The United States Cargo and
Courier Service

The Traditional Trade Show Formula...

To understand why **PARCEL Forum** works, you must first understand how traditional trade shows are built.

- Traditional trade shows are designed to sell as much square footage as possible to as many companies as possible. In other words, their goal is to rent as much “concrete” as they can to as many exhibitors as they can.
- Traditional trade shows are built by leveraging one exhibitor against another in hopes of creating a competitive environment that leads to companies taking larger booth sizes.
- Traditional trade shows generate (80%-90%) of their revenue from exhibitors, thus they are always looking for ways to capture more dollars from every exhibitor.
- Traditional trade shows sell you on the number of attendees versus quality of attendees. Much like a magazine will promote CPM when selling ad pages, traditional trade shows want you to calculate number of attendees versus cost per square foot to justify exhibiting.
- Traditional trade shows stress the importance of “exhibit” hours to justify cost of exhibiting.
- Traditional trade shows share little or no information with exhibitors in regard to attendee marketing efforts. This is by design as their primary goal is to collect exhibitor payments on schedule, set-up on time and pressure exhibitors to re-sign for next year on-site.
- Traditional trade shows will rarely share “real” attendance figures (sometimes not even to their staff) for fear of showing weakness if attendance stayed stagnant or declined.
- Traditional trade shows put a price tag on all marketing opportunities i.e. logo placements, list usage, hyperlinks, etc. to generate more revenue from exhibitors regardless of actual costs associated with producing such marketing tools.

PARCEL was a great show for USPS this year and we thank you for that.

Tim Jenkins
Vice President
U.S. Postal Service
c/o Veer Right Management



Why the PARCEL Forum Formula Works...

- **PARCEL Forum** limits the number of companies allowed to exhibit (max 70) and caps the largest booth available at 20' x 20', in an effort to create a cost-effective, competition-friendly environment that is conducive to doing business.
- **PARCEL Forum** features dedicated, **non-compete exhibit hall hours**. In other words, when the exhibit hall is open there is nothing else going on to take attendees away.
- **PARCEL Forum** includes as part of its exhibitor package a turnkey marketing and promotions package that positions our exhibiting partners in front of the most qualified audience Before, During and After the forum such as; **Pre & Post-Show List Usage, Company Profile w/ Logo Link, VIP Delivery Program (including \$150 Airfare Rebate Program) and much more.**
- **PARCEL Forum** shares all attendee marketing programs with its exhibitors so they have a better understanding of how the event is being marketed and produced.
- **PARCEL Forum** includes admission to the conference as part of its exhibitor package. There's no better way to stay on top of the industry and more importantly, what your target customer is interested in than by sitting right next to them as they learn it.



“At a time when budgets are tight and travel plans are limited, you still managed to pull off the very best **PARCEL Forum** yet. Thank you for continuing to put on a affordable showcase of industry talent where everyone attending, comes away as a winner by design. If I had to pick only one industry trade show a year to attend, **PARCEL Forum** is it!”

Joel Leetzow
President
Scancode US

Don't Take Our Word For It; Take Theirs...

“We participate in a lot of shows and year-after-year; **PARCEL Forum** continues to deliver a very qualified, high level audience in the small-shipment industry. It is well run and built to put the needs of fellow exhibitors and attendees first. I recommend it to anybody looking to reach qualified parcel shipping professionals.”

Michael Erickson, *CEO, AFMS Logistics*

“This show has become one of our best sources for qualified leads”

Linda Douwsma, *Marketing Manager, Datalogic, Inc.*

“The exposure that we had at the **PARCEL Forum** was invaluable for meeting both current and potential customers.”

Craig Heurung, *Sales Manager, Spee Dee Delivery*

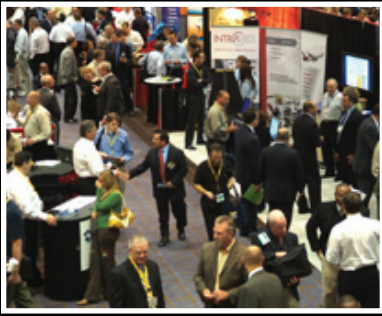
“We especially liked the way the show and the seminars didn't conflict. It makes our exhibiting time more productive for us as well as the attendees. We will be committing to next year's show.”

Natalie A. Semenza, *Director of Marketing, Eastern Connection*

“I had a difficult time getting out of the building (which was the good news) because there were numerous people wanting to talk to me! This is a great forum. I look forward to future events.”

Janet Flores, *Vice President, Sales, DHL*

*Past Exhibitor Testimonials 2003-2008



Attracting the Who's Who of the Parcel Shipping Industry...

Why are we able to attract such a high-quality attendee? Aside from our unique formula, **PARCEL Forum** is built around delivering real-world, proven strategies (not theories) through its educational conference program and backing that content up with companies (like you) that have products and services that allow attendees to apply what they've learned. That is why **78% of our attendees Do Not attend any other industry event during the year.**

3M Corp.	Department of Veteran Affairs	Nashua Corporation
ADP	Design Toscano	Nordstrom
Alg Worldwide Logistics	Drs. Foster and Smith	North American Tool Corporation
American Farm Bureau Ins. Services	Eastshore Medical Supply	Oakley Inc.
American Girl	Emblem Health	Oc Tanner
American Hotel Register Co.	EMC Corporation	Officemax
American International Mailing Inc.	Essilor of America	Our Sunday Visitor, Inc.
American Slide Chart	Fermlab	Partylite Worldwide
Amway Corp.	Follett Higher Education Group	Pivot Point International, Inc.
Ascent Battery Supply	Ford WSP	Promotional Fulfillment Services
Atlantic Coast Media Group	giftsforyounow.com	Promoworks LLC
Barcharts, Inc.	Green Mountain Coffee	Pueblo International LLC
Bateens Labs	Hallmark Cards	Rain Bird
Batteries Plus	Harley Davidson	RGH Enterprises
Baxter Healthcare	Henry-Lee & Co.	Sears Holdings
Bell Industries	Horizon Hobby	Sherwin Williams
Better World Books	Import Logistics, Inc.	Siemens
Big Lots	Internal Revenue Service	Tahitian Noni International
Bon-Ton Stores	Joyce Meyer Ministries	The Standard Textile Company
Boston Scientific	Lakeshore Merchandisers Int'l, LLC	Toys "R" Us
Briggs Corporation	Lakeside Financial Services, Inc.	Tribune Direct
Brightstar Corp.	Law School Admission Council	True Value Company
Bronson Nutritionals, LLC	Lawson Products	University of Notre Dame
Bw Manufacturing	Liberty Diversified Industries	Vitamin Shoppe
Cardinal Health	Life Research Corp.	Walgreen Co.
Cargill	Lockheed Martin	Woodstream Corp.
Collections Etc.	Mastertag	Yamaha
Columbia Services, Inc.	Medifast, Inc.	
Delta Enterprise Corp.	Moody Bible Institute	

*PARCEL Forum 2009
Registered Company Sample



One Serious Bunch of Parcel Shipping Professionals...

PARCEL Forum represents a once-a-year opportunity to get in front of some of the most qualified parcel shipping and logistics professionals in the world. On average, our attendees move over 50,000 packages per month, represent a warehouse/distribution center of 100,000 square feet and 88% are involved in purchasing decision for their company.

TYPE OF COMPANY

- 21%** Parcel Shipping Business
- 20%** Distributor/Wholesaler
- 18%** OEM Manufacturer
- 8%** Retailer
- 7%** Catalog/Direct Marketing
- 6%** Government
- 19%** Other (Financial, Printing/Publishing, etc)

JOB RESPONSIBILITY

- 43%** Corporate Management
- 15%** Logistics/Transportation Management
- 12%** Consultants
- 10%** Shipping/Receiving Management
- 9%** Warehouse/Inventory Management
- 4%** Purchasing
- 11%** Other

PURCHASING POWER

- 51%** Recommend/Specify
- 36%** Final Approval
- 12%** None

MONTHLY OUTGOING VOLUME OF PARCELS

- 19%** Less than 1,000
- 40%** 1,000 – 29,999 packages
- 10%** 30,000 – 69,999 packages
- 11%** 70,000 – 99,999 packages
- 11%** 100,000 – 499,999 packages
- 5%** 500,000 – 999,999 packages
- 4%** 1 Million +

SIZE OF WAREHOUSE/DISTRIBUTION CENTER

- 24%** Less than 50,000 sq. ft.
- 19%** 50,000 – 99,999 sq. ft.
- 18%** 100,000 – 499,999 sq. ft.
- 16%** 500,000+ sq. ft.
- 3%** Other

PACKAGES SHIPPED INTERNATIONALLY

- 38%** Ship between 1% - 9%
- 11%** Ship between 10% - 19%
- 6%** Ship between 20% - 39%
- 6%** Ship between 40% - 59%
- 1%** Ship between 60% - 79%
- 2%** Ship between 80% - 99%
- 36%** Do not ship internationally

AVERAGE PACKAGE WEIGHT

- 8%** Less than 1lb
- 26%** 1lb – 4lb
- 18%** 5lb – 14lb
- 12%** 15lb – 24lb
- 9%** 25lb – 49lb
- 2%** 50lb – 69lb
- 2%** 70lb plus
- 23%** Other

PRODUCTS/SERVICES OF INTEREST

- 41%** Carriers/Transportation Companies
- 38%** Supply Chain Management
- 36%** Order Fulfillment
- 34%** Returns/Receiving
- 33%** Packaging
- 31%** Labeling Equipment/Systems
- 29%** Transportation Management Systems (TMS)
- 29%** Warehouse Management Systems (WMS)
- 28%** 3PL Services
- 26%** Manifesting
- 24%** Weighing Systems/Scales
- 23%** Material Handling
- 22%** ADC/Barcoding/RFID
- 22%** Parcel Sortation Systems
- 20%** Routing & Scheduling Software

* Demographics compiled from 2009 registered attendees.

**ISN'T IT
TIME TO START
THINKING
OUTSIDE
THE BOX
WITH YOUR
TRADE SHOW
STRATEGY?**



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