



# CASE STUDY

## EXHIBITING EXCELLENCE: DELIVERING TRADE SHOW SUCCESS FROM MOVE-IN TO MOVE-OUT

### INDUSTRY

- Aviation & Aerospace
- Trade Show

### SERVICES

- Ground Services
- Trade Show

## THE SITUATION

When a leading exhibit design firm needed a logistics partner to help their client execute an ambitious trade show booth shipment with a split-destination turnaround, all while avoiding damage or costly drayage fees, they chose BTX Global Logistics. There is no place on the trade show timeline where costs add up faster and erode ROI more unpredictably than at the end, in on-site labor overruns and last-minute exhibit material replacements. BTX's extensive network of expert service providers and reputation for meticulous attention to achieving their customers' objectives ensured a logistics solution that would keep on-site costs to a minimum.

## THE CHALLENGE

The BTX team was tasked with safely transporting all components of a 20' x 30' trade show booth from the exhibit builder's facility in Minneapolis, MN directly to the exhibit hall at the MRO Americas 2025 show in Atlanta, GA. An added twist was that immediately upon dismantle at the end of the show, BTX would need to receive the packaged booth and deliver to two separate locations: Minneapolis, MN and Dallas, TX.

# THE SOLUTION

## 1) **PRE-SHOW: PLANNING FOR PRECISION**

BTX designed a logistics plan in coordination with the client, the venue, and the on-site I&D crew to seamlessly achieve the exhibitor's top priorities: On-time and damage-free transportation of the large booth display, and maximum savings on the incremental on-site costs. The initial legwork included leveraging the BTX trade show team's deep relationships with decorators and show management as well as our nationwide network of warehousing and shipping specialists.

## 2) **TRANSPORT TO THE SHOW (MRO AMERICAS 2025)**

BTX put the plan in motion, transporting the sensitive booth components directly to the marshaling yard in Atlanta, GA in an exclusive-use truck. BTX chose a driver accustomed to trade show deliveries while on-site representatives coordinated with the client's team to achieve their first objective. The booth was delivered directly to the event, sidestepping additional warehousing and drayage costs, ensuring efficient assembly, and providing the exhibitor with a show-ready booth upon their arrival.

## 3) **ON-SITE REPRESENTATION**

BTX provided a show-site specialist to manage check-in with the general contractor and oversee delivery, installation and retrieval. Real-time communication and strong relationships with every authority on-site, from show management to the trade unions, ensured tight control of operations within the strict load-in and load-out windows. The single point of contact made the process simple for the exhibitor and was essential to preventing wasted time and cost overages.

## 4) **POST-SHOW: SPLITTING THE SHIPMENT**

BTX's on-site representative met with the exhibitor to confirm return shipment details before dissassembly began and provided pre-filled bills of lading and outbound routing documents to accompany the shipment. Coordination and precision were essential at this stage as the shipment would be divided upon receipt at a BTX facility via cross-docking. One portion of the booth was designated to travel on to a later event in Dallas, TX while the rest returned to storage in Minneapolis.

# THE RESULT



**BTX Global Logistics'** first-class service and reliability, extensive trade show experience, and detailed attention to timing allowed the customer to deliver a seamless experience for their client at MRO Americas 2025. Proactive planning and split-shipping capabilities not only solved critical logistical challenges but also positioned the exhibit builder and their client for future success at upcoming trade shows.

The BTX team was proud to help this exhibitor maximize the impact of their trade show investment, and the positive feedback we received, including repeat bookings scheduled, confirms our philosophy that their success is our success.



## THE METRICS



On-time Delivery

100%



Booth Received Free of Damage

100%



Clear, Proactive Communication

100%



Met Timelines for Delivery & Retrieval

100%



Efficient, Error-Free Post-Show Split Shipment

100%



Client Satisfaction

100%