

## INNOVATIVE, RESPONSIVE, INTELLIGENT

### Chicago-based Company Strives to Lead the Pack in Service

by Duane Glossa

Ken Monroe, the president of EKO Marketing Corporation, continually stresses the fact that satisfying their clients is their most important goal. "Our job doesn't end when an exhibit goes out the door, or even when a show is over. We are constantly reviewing our clients' marketing and exhibit goals, and trying to anticipate their future needs. Our job is to make their life easier."

#### **A small part of an exhibit can make a big difference.**

**SHO-PAK**®, EKO's show services package, recently saved a Fortune 500 client, BIG money. During a review of their clients' exhibit needs, it was discovered that a substantial part of the clients' trade show budget was being used on the shipping and drayage of only a small part of their entire exhibit. These were three bulky towers made by their previous exhibit company. Depending upon the destination, they accounted for \$1,250 to \$3,900 in freight and handling.

EKO discussed these findings with their client and presented an alternative that not only would reduce their shipping and handling charges, but also enabled them to give their display a new look.

Replacing the old towers with units

**Table 1. Cost comparison on a 20' x 20' island display\***

ITEM	CUSTOM	MODULAR	DIFFERENCE
Freight to show	\$2650.00	\$1362.00	(\$1288.00)
Show drayage	\$1696.00	\$944.00	(\$752.00)
Labor at show site	\$850.00	\$2175.00	\$1425.00
Freight from show	\$2650.00	\$1362.00	(\$1288.00)

**TOTAL SAVINGS WITH MODULAR.....\$1903.00**

\* Chicago to Las Vegas on specialty carrier

assembled from a creative combination of custom and modular components, reduced shipping costs to between \$558 and \$1,209. Their client enjoyed an enhanced image and an average savings of \$1650 per show on shipping and handling charges alone, proving that even a small part of an exhibit can make a big difference.

#### **More labor costs added up to less money spent.**

An EKO customer was in a predicament. Their custom exhibit was not available for a show due to logistics. EKO recommended renting a modular exhibit for their 20' x 20' space. The customer was concerned about the labor costs that would be incurred by the assembly of such a large number of small components as compared to a custom booth. EKO produced a comparative cost break-

down on the alternatives, and found that even with additional set-up and teardown time (approximately \$1400 worth), more labor costs added up to less money spent by their client. (See Table 1.)

The client was provided with a stunning exhibit and saved approximately \$2000.

EKO offers a complete range of marketing services which include creative design and construction solutions to trade show display challenges. They also offer their SHO-PAK Services package. A client tells EKO which show they are attending and what to send (EKO does the rest) leaving them only to make sure that their salespeople show up. The professionals at EKO always precede any show arrangements with a "Guaranteed Quality Quote" so the client knows *beforehand* exactly what the show will cost.

When asked to sum up what EKO actually markets, Mr. Monroe says, "We sell peace of mind." 🌐