

CASE STUDY

Elevation3D and UL Solutions Scaling Exhibit Excellence

THE CHALLENGE

When UL Solutions first partnered with Elevation3D in 2015, they needed reliable rental exhibits for three annual trade shows: National Safety Council (NSC) Safety Congress & Expo (NSC), American Association of Occupational Health Nurses 2019 (AAOHN), and American Society of Safety Professionals (ASSE). These events utilized 10x20 and 20x20 in-line exhibits.

Over time, UL's requirements expanded significantly, growing from a handful of rentals to over 60 events annually by 2024 - including both rental trade show exhibits and fulfillment services for their portable exhibits. In 2023 UL transitioned their entire portable and fulfillment inventory to Elevation3D and we found new ways to successfully manage shows happening across the country simultaneously.

UL's increasing scope and the need for consistent branding across multiple Customer Operating Units (COUs) presented logistical challenges. Furthermore, their team sought a more efficient way to manage exhibit options and share them with internal stakeholders.

THE SOLUTION

To address UL Solutions' evolving exhibit needs, we developed a scalable, multi-faceted program management approach. It was important for us to provide the UL teams with direct access to their inventory and all parts of the process in order to avoid bottlenecks. We created the tools and processes necessary to ensure the UL team could manage multiple booths simultaneously, providing an efficient process that upholds a high standard of quality assurance and efficiency.

With the solutions tailored to their specific needs, we were able to empower the UL teams to personally set up projects, select designs, and manage their inventory.

Custom LookBook Development

To streamline exhibit selection and ensure consistent branding, we created a custom designed "LookBook" featuring branded 10x10, 10x20, and 20x20 rental designs specifically for UL Solutions. The LookBook allows UL's individual stakeholders to view trade show booth design options, approximate budgets, and customization capabilities without needing regular involvement from Regional Managers.

Updates to the LookBook in subsequent years included UL's rebranding and the addition of new designs to meet their evolving needs.

Exhibit Fulfillment Portal

Our internal team developed a custom online portal to manage UL's rental and portable exhibit inventory, as well as fulfillment needs. This valuable tool provides a centralized system and simplified process for inventory tracking, property reservations, and shipping exhibit materials.

The unique management system is fine-tuned to allocate inventory by COU at UL, making it even more intuitive for UL's team. We're always considering the user experience - both for our clients' teams and their customers.

Our warehouse teams created a dedicated storage space for UL properties that is updated regularly, adjusting inventory to ensure quantities and availability are accurate in the portal.



Logistical Mastery

Exhibit properties, event branding, and inventory fulfillment are now seamlessly managed through systems tailored to UL Solutions' exhibit needs, which allowed our team to take a closer look at how we could enhance trade show logistics including showsite set-up, international and shipping, as well as print needs.

- **Quick-turn Shipping:** For UL's growing presence at Canadian trade shows, we completed FedEx International training to prevent customs delays and handle same-day or urgent shipment requests without disruption.
- **Efficient Show-site Set-up:** On-site supervisors work with our team to virtually review booth setups for approval within strict time parameters - even on nights and weekends, helping adhere to timelines and avoid unnecessary costs for labor or supervision.
- **Cost-Saving, Top Tier Printing:** We partnered with a local high-quality printer to manage event collateral, reducing production costs while maintaining quality.

Our dedicated Account Manager personally oversees all logistics and approvals, ensuring every detail is handled swiftly and effectively.

Long-Term Partnership and Program Scalability

From three trade shows a year to now supporting over 60 events annually, our relationship with UL Solutions showcases a seamless ramp-up in services. This includes transitioning UL's portable inventory to our bi-coastal warehouses to further enhance efficiency and consistency across their global trade show presence.

- **60+ Events Managed Annually:** Elevation3D's team now supports a wide range of events with rental trade show exhibit properties, event fulfillment services, and portable exhibit stands.
- **Brand Consistency Across COUs:** The LookBook and streamlined fulfillment system have ensured a cohesive brand presence across all UL events.
- **Operational Agility:** Real-time quality checks, urgent shipments, and collateral printing have enhanced UL's ability to execute flawless events under tight timelines.

By anticipating UL Solutions' needs and delivering scalable solutions, we have cemented a role as a trusted partner in trade show excellence. Together, we've built a system to grow with UL, ensuring their brand shines on every stage.

