

No-Show No Problem When ProShow's on the Job



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When a trade show is as large as SEMICON West, the registration function is critical to the success of the show. In 2005, Sandy Montana, registration manager for SEMICON, found herself in the midst of a serious crisis: at the last minute, the person in charge of one of the key registration areas had a serious family emergency, and could not be at the show.

This was no trivial problem. The employee was highly experienced, and had been responsible for this area for several years. SEMICON West expected 60,000 visitors to pass through the doors of the Moscone Center in San Francisco, CA. If registration were to become disorganized, SEMICON West would have thousands of frustrated, disgruntled people on its doorstep. The ensuing ill will would be unthinkable.

But Sandy didn't panic. Instead, she turned to ProShow, the firm she had used for five years to staff SEMICON West. ProShow brought in a senior manager to pick up the registration management on the fly and make it work.

"She picked it up without a hitch," says Sandy. "The registration process was as smooth as could be, and everyone got where they needed to go. That's the beauty of working with ProShow - they prevent issues from turning into problems."

ProShow provides between 100 and 200 temporary staffers for SEMICON West every year. "Even though staffers are temporary, the quality has been consistently superior, year to year," Sandy comments. "The difference is that ProShow spends more time training the staff so that by the time they hit the show floor, they know just what's going on and what they're supposed to do. And they really get the concept of customer service. Even though the show is large, every visitor is treated like royalty."

Sandy says that using ProShow eliminates the need for at least one manager working full time for three to four months prior to the show just to organize and find the appropriate temporary personnel. "ProShow takes a huge chunk off our plate," she comments. "I don't have to worry about the staff during the show at all with the ProShow management team. Their value-add is more than worth the fees."

