



## Union Label & Service Trades Department, AFL-CIO



Charles E. Mercer  
President

June 2005

Matthew C. Bates  
Secretary-Treasurer

To Our Fellow Show Managers:

The Union Label and Service Trades Department, AFL-CIO, has employed VISTA Convention Services for the past three years as decorator for the AFL-CIO Union-Industries Show. We are thoroughly pleased with their performance and are happy to recommend them to you.

Our Show is a unique event, involving hundreds of union locals and small companies that rarely, if ever, erect exhibits and displays. As you can imagine, this can create enormous confusion – misdirected shipments, late or incomplete paperwork, last-minute questions and “mini-crisis” of every description.

VISTA works so calmly and patiently with all our exhibitors that every Show has opened smoothly without a hitch. They meet with exhibitors months before the Show, anticipate their problems and questions and move rapidly to remedy troubles that do arise. We have received so many comments from exhibitors telling us how fair, friendly and helpful the VISTA people are.

Our Shows typically opens on Friday morning and closes the following Monday evening. VISTA meets with exhibitors on Saturday – midway through the Show -- to review their bills so any errors or problems can be identified and addressed early on, before the invoices go out.

VISTA works hard to help us, as Show Management, hold down our expenses, too. They make multiple visits to the Convention Centers to walk the floor and inspect the facilities. They meet and interview Center staff and the various unions representing Center employees. They tour the surrounding area to locate the best locations for warehousing, storage and marshalling yards.

The result: floor plans and operational plans that allow us to move in, set up and tear down with maximum efficiency.

Again, our Show is quite unusual: a non-profit event managed by non-experts without a large staff or budget and featuring more than 300 mainly inexperienced exhibitors. If VISTA works so hard and makes us look good, just imagine the wonderful job they will do for you.

Please contact us anytime for additional information on VISTA.

Sincerely,

Charles E. Mercer  
President

Matthew C. Bates  
Secretary-Treasurer

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