



2015 COMMUNICATIONS AWARDS PROGRAM

#3

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ X | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title Trade Show Wifi & Recharge Lounge

Name of Port Port of Long Beach

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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- 1. What are/were the entry's specific communications challenges or opportunities?**

 - Describe in specific & measurable terms the situation leading up to creation of this entry.
 - Analyze the major internal and external factors needing to be addressed.
- 2. How does the communication used in this entry complement the organization's overall mission?**

 - Explain the organization's overall mission and how it influenced creation of this entry.
- 3. What were the communications planning and programming components for this entry?**

 - Describe your overall goals or desired results.
 - Describe your objectives and list specific, measurable milestones needed to reach your goals.
 - Identify your primary and secondary audiences in order of importance.
- 4. What actions were taken and what communication outputs were used in this entry?**

 - Explain what strategies were developed to achieve success and why these strategies were chosen.
 - Specify the tactics used (i.e., actions used to carry out your strategies).
 - Detail the implementation plan by including timeline, staffing and outsourcing used.
- 5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?**

 - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
 - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.



Summary:

Title: Trade Show WiFi & Recharge Lounge

Classification: Miscellaneous

The Port of Long Beach introduced a WiFi & Recharge Lounge at the 2014 Breakbulk Americas Conference, complete with an informative Port video and sales materials. The lounge, 20 square feet, provided both free WiFi access on the trade show floor and a place to recharge cell phones and other electronic devices, providing the perfect opportunity for Port staff to speak with international conference attendees and customers during the time it took to recharge. The lounge even provided a selection of power cords for those who left theirs at home or plugged into the outlet at their hotels. As one user stated enthusiastically, "It sets the bar for media access at future trade shows."



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Port of Long Beach Trade Show WiFi & Recharge Lounge

1. Communications Challenges and Opportunities

The Port of Long Beach is the premier U.S. gateway for trans-Pacific trade and continues to lead the way in innovative goods movement, safety and environmental stewardship. In this era of bigger and bigger ships, the Port of Long Beach was one of the first to welcome the largest container ships ever to call at a North American port. Now, ships too big to pass through the soon-to-be-completed Panama Canal call regularly at Long Beach.

The Port of Long Beach became big-ship ready through a steady commitment to first-class facilities, infrastructure investment, and green and sustainable operations. The Port is investing more than \$4 billion this decade - more than any port in the United States - to modernize its facilities still further to meet evolving industry trends, including the new generation of still-larger, more efficient vessels entering the Pacific fleet. The new, larger ships have the very latest, most efficient engines, and their larger capacity requires fewer ship calls resulting in less fuel consumption.

Although more than 75 percent of the Port's revenue comes from containerized freight, the Port also moves many other types of cargo, including crude oil, petroleum coke, automobiles and other non-containerized freight.

As the second-busiest seaport in the United States, the Port welcomes thousands of ships each year connecting with 217 seaports around the world.



With annual trade valued at \$180 billion, the Port is a major economic engine for Long Beach and the surrounding Southern California region, supporting hundreds of thousands of jobs. The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port's industry-leading

Green Port Policy was adopted a decade ago, diesel pollution at the Port has decreased by 82 percent and native harbor wildlife is flourishing.

All of these improvements offer extraordinary benefits to the Port's current and potential customers, along with frequent ship calls, convenient on-dock rail service, an excellent roadway system for truck traffic, 900 million square feet of nearby warehouse space, and great weather that doesn't slow loading and off-loading.

The Port has rebounded very successfully from the 2008 Recession that adversely affected the entire industry, dealing successfully with on-dock congestion and other issues resulting, in part, from the advent of the bigger and bigger ships, and taking a leadership role in identifying industry-wide solutions to moving cargo more quickly, efficiently and affordably.

But other ports are also in recovery mode and preparing for the big ships. There will be competition from the Panama Canal, ports on the East and South coasts of the U.S., rapidly emerging ports in Mexico and Canada, and other West Coast U.S. ports, including the Port of Los Angeles right next door. Customers have many choices.



Port of
LONG BEACH
The Green Port

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One of the many ways the Port's Business Development Division draws attention to the facilities and services provided at the Port of Long Beach is by participating in industry trade shows and conferences. The challenge is to stand out from the competition. The WiFi & Recharge Lounge, introduced for the first time for the 5,000 attendees at the 2014 Breakbulk Americas annual conference in Houston, Texas, enabled the Port of Long Beach to do just that.

2. Complementing the Overall Mission

As a major economic engine for the region, the Port of Long Beach is committed to increasing trade volume and jobs, while reducing environmental impacts. To reach this complex goal, the Port of Long Beach Communications and Community Relations Division works with the Business Development team to retain or grow market share by promoting the advantages of moving all kinds of trade through the Port of Long Beach. Their multi-pronged marketing approach includes advertising and publicity in both traditional and web-based media, articles authored for major publications, electronic customer newsletters, an effective and interactive website, active involvement in social media, promotional collateral sales tools, trade displays for shows and conferences (like this inventive WiFi & Recharge Lounge), participation in industry organizations in leadership roles and as speakers and exhibitors, annual trade function sponsorship, forecast conferences and workshops for those just entering the industry, worldwide customer visits, international news conferences, and much more. The team also participates in activities related to environmental stewardship and other issues concerning the industry as a whole.



3. Planning and Programming Components

The primary audience for the WiFi & Recharge Lounge was the 5,000 attendees (including companies representing 67 countries) at the 2014 Breakbulk Americas Annual Conference, held September 29 through October 2, 2014, at the George R. Brown Convention Center in Houston, Texas. This conference, celebrating its 25th anniversary, is the largest breakbulk (or non-containerized freight) event in the Americas, welcoming shippers, cargo owners, and senior and mid-level managers.

The overall goal for the WiFi & Recharge Lounge was to build breakbulk (non-containerized freight) business for the Port of Long Beach.

The objectives were to:

- Improve the Port's chances of attracting customers in the midst of a sea of competitors
- Have the opportunity to speak one-on-one with decision-making customers in a comfortable, non-threatening setting
- Provide effective and informative Port of Long Beach sales materials
- Build goodwill with customers and stakeholders by providing valuable services
- Build on the Port's reputation as an overall innovator by introducing a new concept

The WiFi & Recharge Lounge would provide:

- Port video and printed collateral materials focusing on the Port's breakbulk capabilities
- A free WiFi zone where conference attendees could log on for free Internet service

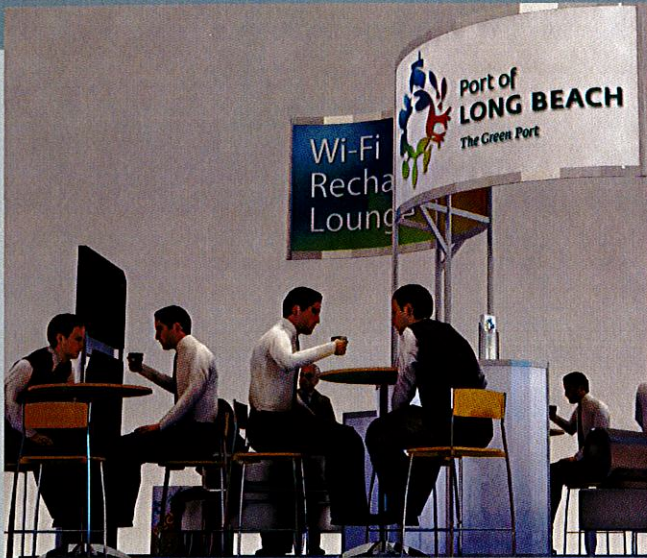


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- A place to recharge cell phones and other electronics
- A variety of power cords for attendees who forgot or misplaced their own cords
- Comfortable seating and work surfaces
- Promotional gift items

Conference sponsorship for the Lounge was \$12,000 and included WiFi access, electrical power, poster printing, physical set up, furniture and video equipment. Additional Port costs totaled less than \$1,000.

4. Actions Taken and Communication Outputs Used

Planning for the WiFi & Recharge Lounge began in March 2014 for the late September conference. Following concept discussions between Breakbulk Americas and Port of Long Beach Business Development and Communications staff, preliminary drawings were prepared by Breakbulk Americas' show concepts designer, Steve Garber at Freeman Designs. Port staff spoke frequently with the designer and tweaked the design a number of times for maximum utility.

Art and logos were provided by the Port and printed on signs and recharge stations by the conference organizers as part of the sponsorship fee. The creative featured the colorful and recognizable Port of Long Beach logo and signage in green and white reflecting the Port's slogan, The Green Port.

The resulting components were:

WiFi Zone

A 20-square-foot blue rug defined the lounge space and the WiFi zone. WiFi access was only available while standing on the carpet. Many times, international attendees did not have cell phone service, so they required WiFi when they were not in their hotel rooms.

Central Kiosk and Banners

The kiosk in the center of the carpeted area served several purposes. It provided a space to display Port of Long Beach printed materials in easily accessible racks, as well as standing writing surfaces. Printed materials included existing Port guides, directories and promotional publications. Poles extending above the kiosk supported two large, curved, double-sided banners. One was the Port of Long Beach logo with the tag line, The Green Port. The other was green with reverse white lettering that also included the logo and the message "Wi-Fi Recharge Lounge - Sponsored by the Port of Long Beach - The Green Port."

Video Tower and Recharge Station

The video tower and recharge station was positioned at one end of the central kiosk, easily accessible for users. At the top was an eye-level screen running a continuous visual-only video loop. The video featured "beauty shots" of the Port of Long Beach with emphasis on the Port's breakbulk cargo clients, including Toyota, Mercedes Benz, SSA and SA Recycling. LBTv produced the video, commissioned by Port Communications staff for this specific use from existing footage, at a cost of \$300.

Below the screen was a charging station. It included a bar with a variety of different power cords attached that could be used to charge different types and brands of cell phones and other devices. Many times, travelers forgot to pack their power cord or left it plugged into an outlet in their hotel room. This solved that problem. Users stayed nearby to keep an eye on their phones and monitor their charge status, providing the perfect opportunity for Port sales personnel to initiate conversations.



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Port signage on the kiosk by the charging bar read, "Plug in, Recharge. With the Port of Long Beach. Better Together." The port logo and www.POLB.com web address followed.

Outlet Boxes

Two 16-inch cubes situated on opposite corners of the carpet served as outlet boxes, with a two-plug outlet on each of the four sides, to accommodate eight total plugs. The cubes – or hassocks – were wallpapered on all sides with Port of Long Beach images and logos and the word "RECHARGE" in the upper left corner of each side next to the outlet.

Seating

Comfortable upholstered furniture, including small sofas, chairs and hassocks, provided seating for 12 people, in addition to the standing space at the central kiosk.

Promotional Item

Sunglasses with the Port of Long Beach logo were given as a gift to conference attendees visiting the Lounge to combat the Texas sun. They were printed with the message, "Your future is bright in Long Beach."

5. Communications Outcomes and Evaluation Methods

According to Port personnel, the WiFi & Recharge Lounge was very successful in its mission to attract customers because it served to anchor the individuals at the location and provide a comfortable opportunity to network.

During the four days of the conference, as attendees became aware of the Lounge, more and more people took advantage of it and told their friends. Overall, nearly 1,000 attendees used the lounge.

While providing a real, tangible service, indicative of the kind of above-and-beyond service customers can expect at the Port of Long Beach, staff shared the Port's breakbulk capabilities with hundreds of current and potential customers in a comfortable and informal setting. There was an excellent opportunity for staff to approach and talk informally with individuals taking advantage of the Lounge during the time it took for their phones and other devices to recharge. They tended to stay close to keep an eye on their devices and the status of the recharge.

Most international attendees did not have Internet service, or were required to pay roaming charges, so they were delighted to take advantage of the free WiFi to keep in touch with their businesses and customers.

Most users took advantage of the recharge time to watch the Port video and browse through the printed materials, or did so before or after their WiFi usage. They also appreciated the opportunity just to sit for a few minutes and relax during the busy conference.

The Lounge had the added advantage of being easily manned by one person.

According to many who took advantage of the WiFi & Recharge Lounge, "It sets the bar for the next generation of media conference circuits."