



Port of Stockton
CALIFORNIA

PORT OF STOCKTON - PUBLIC RELATIONS TRADE SHOW BOOTH

Visual-Only Presentations

To spread awareness about the Port of Stockton (Port) and its unique strengths and attributes, the Port's Public Relations (PR) team regularly attends trade shows, fairs, and other public events and sets up an informational booth. The centerpiece of this booth is a backdrop containing a collage of images including an aerial photo of the entire Port property, vessels and trains calling on the Port, and various commodities that the Port trades in. Other elements of the standard booth setup include a light-up sign that hangs over the backdrop, a branded tablecloth, a computer monitor playing Port videos, annual reports, and other smaller giveaways.

1. WHAT ARE/WERE THE ENTRY'S SPECIFIC COMMUNICATIONS CHALLENGES OR OPPORTUNITIES?

Previous to the creation of this piece, the Port's PR team shared a backdrop with the Marketing team. In addition to possible scheduling conflicts with sharing a booth setup between two distinct teams, the benefits of having a backdrop more tailored to the PR team's needs became evident over time. The photographs chosen for the PR backdrop represent the diverse commodities the Port handles, and the aerial photo set large in the middle serves as a key educational tool, illustrating to the public how large the Port is and opening up discussion about being an inland port. In addition, the previous backdrop was in multiple pieces, and the individual photos had to be hung every time the booth was set up.

2. HOW DOES THE COMMUNICATION USED IN THIS ENTRY COMPLEMENT THE ORGANIZATION'S OVERALL MISSION?

Our overall mission is to provide excellent service to our current business partners and attract new business, all while being a positive force for the local Stockton community and an exemplary steward of the environment at large. The Public Relations Trade Show Booth simultaneously aims to attract new business to the Port – by highlighting the variety of commodities the Port can service, and the sheer size of the Port property as seen in the aerial photo in the center of the backdrop – while also being a positive force for the local Stockton community – multiple photos show Port employees working, showing an example of the employment opportunities the Port brings to the community. In addition to the backdrop, further information about how the Port provides excellent service to its customers, protects the environment, and other initiatives are available through the annual reports on the table, the videos playing on the monitor, and the friendly Port staff manning the booth.

3. WHAT WERE THE COMMUNICATIONS PLANNING AND PROGRAMMING COMPONENTS USED FOR THIS ENTRY?

The goal of creating the new PR Trade Show Booth was to help the PR team educate and spread awareness about the Port. Trade show booths like these are typically arranged among dozens of



other booths competing for attention by passersby, so it was important the Port's booth be visually striking and attention-grabbing. Additionally, the Port sought a way to make the setup of the booths more streamlined and efficient, leaving more energy for human contact, interaction, and education.

Brainstorm

The Port's PR team decided to feature a photographic backdrop for its "curb appeal." The Port's photographer regularly captures images at the Port with vivid color, unique vantage points, and dynamic composition. Putting the photos center-stage was an obvious choice. A sign-making vendor was found that could print the photos on a sturdy backdrop, negating the need to hang individual photos every time.

Design

A graphic designer with the Port's Communications and Public Involvement sub-contractor, HDR, laid out the photo collage. Space was left at the top-center for the Port's existing light-up sign to hang. The graphic designer made sure the design file met all the specifications of the printer to ensure a visually appealing result.

Display

The Port has used the new trade show booth at three events so far (the World Ag Show in Tulare, CA in February 2019, the City of Stockton's State of the City event in May 2019, and the AAPA Annual Conference in Norfolk, VA in October 2019), with many more to come.

4. WHAT ACTIONS WERE TAKEN AND WHAT COMMUNICATION OUTPUTS WERE EMPLOYED IN THIS ENTRY?

The strategy behind the trade show booth and its backdrop redesign is to spread awareness of the Port's many economic and environmental attributes by attracting attention at various trade shows and other public events. The strategy was carried out using the steps previously outlined in Question 3.

Timeline

Brainstorming and design of the backdrop happened swiftly in late 2018. Photos were already on-hand and once the printing vendor was chosen, they providing their specifications and template for design. The design itself was drafted, edited, and finalized in late December 2018. The Port received the final backdrop in January 2019 and saw its first the following month.

5. WHAT WERE THE COMMUNICATIONS OUTCOMES FROM THIS ENTRY AND WHAT EVALUATION METHODS WERE USED TO ASSESS THEM?

Due to the nature of trade show and public event environments, feedback on a trade show booth is immediate. People passing by will often stop to look at the bright, colorful pictures, even if they have no idea what the Port of Stockton is all about. At the 2019 AAPA Annual Conference, the Port happened to be set up across from HDR, the same consulting firm that the Port contracts for public outreach. HDR staff came over to complement the Port on their attractive booth. They were happy when we informed them that we worked with HDR in California to design the booth. They even mentioned they would reach out to the designer to design a new booth for them for next time.



FULL BOOTH SETUP



BACKDROP ONLY

