

<b>TITLE:</b> Pre-Show Communication w/ The Source Client			
<b>BUSINESS:</b> Trade Show		<b>DOCUMENT OWNER:</b> Ben Power	
<b>DEPARTMENT:</b> Ops – Trade Show			<b>DOCUMENT NUMBER:</b> Op SOP- PRE-001
<b>ORIGINATED DATE:</b> 7/15/2020	<b>APPROVAL DATE:</b>	<b>EFFECTIVE DATE:</b> <b>12/5/2025</b>	<b>REVISION NUMBER:</b> 1
<b>APPROVED BY:</b> Click or tap here to enter text.			

### 1. PURPOSE

The purpose of the pre-show communication with the Source Client is to confirm the Operations Team has obtained all key information on an individual project prior to the install start date/time. This process will also initiate an open line of personal communication via courtesy call between the Operations Team and the Source Client to provide/gather final information, inform the Source Client who their onsite contact will be, and ensure the Source Client we are prepared to complete their project. This process will provide consistency and confidence to the Source Client on every job.

### 2. SCOPE

To gain information from the Source Client regarding the specific job to ensure that the Nth Degree Operations Team has all key information required to successfully complete an individual project. This will also include opening and establishing a personal line of communication between the Operations Team and the Source Client.

### 3. RESPONSIBILITIES

The Nth Degree City team in conjunction with OASIS – to include the City Manager, Assistant Manager(s), Planning Manager(s), City Rep(s), and CSR(s).

It is ultimately the responsibility of the Nth Degree City Manager to ensure this process is being delivered on every Nth Degree job.

### 4. DEFINITIONS

AE – Account Executive

AM – Account Manager

CSR – Customer Service Representative

Daily Requirements – Install dates and times including the number of men and hours designated on the WO.

WO – Work Order

### 5. OUTLINE

- The OASIS generated Confirmation Email is sent to the Source Client Contact on the WO (and any Additional Contacts noted on the WO) for all Opportunities converted to a WO greater than 3 weeks prior to the Install Start Date/Time on the Show Record. The Confirmation Email will include a copy of the WO Floor Report (minus the “Special Instructions” section). The Confirmation Email is generated automatically by OASIS from the AE associated to the WO and ALL responses to the Confirmation Email will be received by the AE/Sales Team and the Sales Team will be responsible for updating the information in OASIS.
- The OASIS generated Preshow Email is sent to the Source Client Contact on the WO (and any Additional Contacts noted on the WO) three weeks prior to Show Set-Up Date designated on the Show Record in OASIS. The Preshow Email is sent automatically by OASIS from the Nth Degree City Team email address and will identify the “key” information Nth Degree determines is necessary to successfully execute a job. The Preshow Email will ask the Source Client to confirm current information and provide any missing key information in the email. “Key” information is considered to be the following items on the WO: Daily Requirements, Booth Number, Booth Size, Booth Height, Equipment request, Show Contact with Cell Number, Install Freight (Advanced or Direct), Setup Prints with Electrical Plan, and Outbound Shipping Information.
- The OASIS generated Combination Email will be sent to the Source Client Contact on the WO (and any Additional Contacts noted on the WO) for any Opportunities converted to WOs inside of three weeks prior to the Show Set-Up Date designated on the Show Record in OASIS. The Combination Email is sent automatically by OASIS from the Nth Degree City Team email address and will be a blend of the Confirmation and Preshow Emails. The Combination Email will include a current copy of the WO Floor Report (minus the “Special Instructions” section).
- Any/All responses from Source Client Contact (or Additional Contacts) to the Preshow or Combination Email will be received by the Nth Degree City Team. The Nth Degree City Team will be responsible for updating all received information into OASIS and transferred to the Job Folder. The Nth Degree City Team (City Manager, Assistant Manager, City Rep, or CSR) will respond to ALL email replies received from the Preshow or Combination emails to confirm receipt.

- For ANY Source Client Contact that is set up as “Do Not Allow” for the Preshow or Combination Email, the Sales Team must add the AE or AM as the additional contact on the WO to receive the Preshow or Combination Email. For ANY contact that Sales designates as “Do Not Call” in addition to “Do Not Allow”, Sales must put the AE or AM as the Source Client Contact on the WO and be responsible for gathering and updating all information in OASIS.
- If the Nth Degree City Team DOES NOT receive a reply from the Source Contact to the Preshow or Combination email, the City Team will have the option of regenerating the Preshow Email (Up to one week prior to install start date/time on the WO) from the work order or emailing the Source Client Contact directly to gather any missing key information prior to making the courtesy phone call.
- The Nth Degree Operations Team will make a courtesy phone call to the Source Client Contact on the WO no later than 3-5 days prior to the install start date/time designated in the Daily Requirements section on the WO. The phone call will be documented by the Operations Team in OASIS by selecting the “Pre-Show Call” button in the Activities section of the WO. The general purpose of the phone call will be to achieve the following:
  - Open a personal line of communication between the Operations Team and the Source Client
  - Ensure the Source Client that Nth Degree is prepared to complete their project
  - Gather any key information that is missing from the WO or update any information that might have changed
  - Confirm to the Source Client who the onsite contact/floor Manager from Nth Degree will be
  - Provide lead person’s name if possible (see Leadman Designation SOP)
  - Answer any questions the Source Client may have about their project/Show
- If the Source Client DOES NOT answer the phone call AND there is key information missing from the WO, the Operations Team will leave a voicemail and regenerate the Preshow Email to the Source Client by selecting the “Preshow Email” button on the WO in OASIS. NOTE: Within one week of the install start date/time, the regenerate “Preshow Email” button on the work order will be deactivated and you will NOT be able to re-send the Preshow Email.

- If there is NO response from the Source Client to the Preshow Email (or Combination Email) or the attempted phone call(s), the Nth Degree City team will reach out to the AE on the work order to help gather the information.
- Should any Operations Team be in a position that they cannot complete the preshow calls, that Team will reach out to corporate for additional assistance in completing the calls. Another Operations Team will be assigned to complete the preshow calls at that point. PRESHOW CALLS MUST BE MADE ON EVERY JOB.

## 6. ASSOCIATED DOCUMENTS OR REFERENCES

None currently.

## 7. DOCUMENT REVISION CHANGE(S)

<b><u>Rev. #</u></b>	<b><u>Section Changed</u></b>	<b><u>Change(s) Made</u></b>	<b><u>Date</u></b>
# 1	Bullet Point #7	<i>"The phone call will be documented by the Operations Team in OASIS by selecting the "Pre-Show Call" button in the Activities section of the WO."</i> Originally this sentence read as "Add Phone Call".	12/8/2025
# 2	Reference section # here	Here is where the details of the change can be described.	
# 3	Reference section # here	Here is where the details of the change can be described.	
# 4	Reference section # here	Here is where the details of the change can be described.	