

CASE STORY

IDDDBA: COLD STORAGE IS A HOT TOPIC



George R. Brown Convention Center | Houston, TX | June 9-11, 2024

THE CHALLENGE

HUNGRY FOR HELP

Temperature-controlled, accessible storage is critical to the premier industry-only show for dairy, deli, bakery, and food service industries, so IDDDBA called GES to enhance technology, ensure proper handling, and guarantee all exhibitors affordable cold storage access.

THE SOLUTION

STREAMLINED PROCESS

It's essential that food items are managed with precision. To ensure this accuracy, GES took a few notable steps. A four-step labeling process differentiated products upon delivery, a proprietary software application (FROSTI) was built for tracking and integrated in online ordering, and cold storage small package services were added to exhibitors of all sizes.

THE APPROACH

EFFICIENCY MEETS EXCELLENCE

All exhibitors had a successful show, regardless of size. By simplifying the physical handling of food products, GES and IDDDBA not only met the increased cold storage demands, but also created billing efficiencies and improved attendee safety.

QUICK STATS

KEEPIN' IT COOL

With a nearly 15% increase in cold storage requests year-over-year, how do you beat the blazing Houston heat?

635 Cold Storage Skids

40 Refrigerated Shipping Containers

22 Refrigerated Trailers



OPERATIONAL EXCELLENCE