



 **backbone**[™] Experiential
Event Logistics

POWERED BY
AXIS GLOBAL
LOGISTICS[®]

YOUR SINGLE POINT OF ENTRY TO PROVEN GLOBAL LOGISTICS EXPERTISE

Backbone is an elite division of Axis Global Logistics focused on providing white glove service to clients with complex national and international experiential event management needs. Drawing on Axis' two decades track record of delivering comprehensive, fully integrated supply chain solutions, our team creates and implements customized end-to-end plans, orchestrating every detail from pre-event logistics to post-event reporting.

COMPREHENSIVE EVENT SOLUTIONS FOR MARKETERS & AGENCIES

WEB-BASED TECHNOLOGY PUTS THE DATA YOU NEED AT YOUR FINGERTIPS

THE ONLY 3PL PROVIDER WITH TRUE END-TO-END CAPABILITIES



For in-house marketing teams, Backbone provides the one-stop-shopping that saves you time and money as well as the transparent, real-time reporting that keeps you informed and in the driver's seat every step of the way.

For experiential event agencies, Backbone's white-label services fill the gaps in your areas of expertise, enabling you to deliver the cost-efficient, end-to-end solutions your clients value most.



From pre-event planning to post-event analysis, Backbone's web-based technology ensures total transparency and immediate access to real-time information. Our user-friendly interface makes it easy for you to download key data points, conduct analyses, and prepare reports.

From transportation and documentation to installation and warehousing, Backbone delivers the highest quality traditional third-party logistics support in the industry. In addition, using insights and experience gained by supporting some of the most complex events in the world, we have taken 3PL to the next level of excellence, offering specialized assistance including AutoCAD site surveys, large format graphic production, and promotional product procurement.



Q: WHAT CAN BACKBONE DO TO SUPPORT YOUR NEXT EVENT?

A: JUST ABOUT ANYTHING

CONSULTATION, ASSESSMENT AND ANALYSIS

- Development of a unique event supply chain solution
- Supply Chain Management
- Vendor Management
- Consolidation Management
- Spend and cost-savings analysis and reporting
- Electronic Data Interface (EDI) Integration
- Security Consultation
- Web-Based Event Logistics & Project Management Technology
- Transparency

TRANSPORTATION

- Inbound and Outbound
- Time-critical transportation
- In-transit tracking
- Proof of delivery
- Secure transfer of assets
- Air, rail, sea, and ground
- Aircraft charters
- Web-based Transportation Management System

INTERNATIONAL TRANSPORTATION

- Customs entry and clearance
- Preparation of documentation (ATA Carnets, Certificates of Origin, Import & Export Licenses)
- Customs brokerage
- Door-to-door service

AXISOURCE: OUR PROMOTIONAL PRODUCT PROCUREMENT DIVISION

- Simple web-based ordering system
- Customized artwork
- International and domestic capabilities
- Complete project management

DECENTRALIZED WAREHOUSE FACILITIES

- Nationwide secured storage
- Climate-controlled environment
- Handling equipment and services
- Inventory management
- Web-based Warehouse Management System
- NFC reader equipped
- Reverse logistics

LARGE & SMALL FORMAT GRAPHIC PRODUCTION & INSTALLATION

- Vendor Management
- Global Color Management
- Production Services
- Site Survey and audits (AutoCAD and templates)

EVENT INSTALLATION SERVICES

- Highly trained agents and service partners
- Refurbishment and maintenance
- Site surveys and audits (AutoCAD and templates)
- Kiosk assembly and placement
- Wall systems
- Event graphics
- Carpentry and electrical services
- Barricades
- Backroom and warehouse racking solutions
- Corporate conferences

SECURITY

- Bonded and secure warehouses
- Climate-controlled vaults for artwork and valuables
- Armed escort services during transit
- Event security (armed or unarmed, uniformed or undercover)
- GPS tracking of shipments
- NFC security, tamper-proof and anti counterfeiting devices

ACROSS THE NATION AND AROUND THE WORLD, BACKBONE SUPPORTS HIGH-PROFILE EXPERIENTIAL EVENTS FOR A DIVERSE ARRAY OF INDUSTRIES



SPORTS

- Stadium & Arena Events
- Tournaments
- Hospitality & VIP Events
- Fan Festivals
- Exhibits



ENTERTAINMENT

- Stadium & Arena Concerts
- Fairs & Festivals
- Tours
- Mobile Marketing



MEDIA

- Broadcast Sets
- Press Conferences
- Promotional Events
- Hospitality Events
- VIP Receptions



RETAIL

- In-Store & In-Mall Events
- Fashion Shows
- Store Fit-Outs
- Pop-Ups & Store-in-Stores



FOOD & BEVERAGE

- Sponsorship Activation
- VIP Receptions
- On-and Off-Premise Tasting Events
- Mobile Marketing



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