



FedEx Kinko's Office and Print Services manages on-site business centers at the Orange County Convention Center — working closely with the Center to increase revenues and capture a greater share of the convention marketplace.

Corporate Profile

For over 18 years, the Orange County Convention Center (OCCC) has served visitors as a venue for both cultural and business events. Located 11 miles southwest of downtown Orlando, Florida in the middle of Orange County's tourism core, the Convention Center is within walking distance of more than 6,000 hotel rooms, and within 45 minutes driving distance to more than 86,000 hotel rooms in the Orlando metropolitan area.

Owned and operated by the Orange County Government, the OCCC is one of very few facilities of its kind. In addition to providing services to both trade show planners and attendees, the OCCC serves the local community as an engine designed to promote economic growth to local businesses. By hosting regional, national and international conventions, meetings and trade shows, the Convention Center infuses the local economy with new money and exposes local businesses to millions of traveling business people. All funding for operational and expansion costs for the Convention Center have historically been generated by a tourism and resort tax, not local tax dollars.

During its lifetime, the facility has undergone five extensive expansion periods making it the nation's second largest convention center.

Key Business Issues and Challenges

The mission of the OCCC is economic development. This goal is achieved by hosting regional, national and international conventions, meetings and trade shows as well as exposing visitors to the local business opportunities. To that end, the OCCC staff's goal is to provide outstanding service to the clients and users of the Convention Center, to stimulate their desire to return and to enhance the community's reputation of excellence. In order to do this successfully, the OCCC seeks out vendor partners that help attract exhibitors and attendees by offering best-in-class services and can collaborate on joint sales and marketing initiatives. Additionally, the Center's staff has an ongoing need for access to timely, quality on-site support.

As a result of this need, an on-site business center was created. Initially, an audio/visual company managed the business center. Ultimately, the Convention Center staff found that the breadth of services offered by the audio/visual firm was too limited. The OCCC decided to bring in a service provider with a more extensive array of business and document management services.

The Solution

The OCCC engaged FedEx Kinko's to manage an on-site business center. As the OCCC continued to expand, FedEx Kinko's offered the necessary flexibility, scalability and new services to meet the changing needs of its clientele; working closely with the Center to generate additional revenue and capture greater share of the convention marketplace.

The original on-site presence included a small facility with just one copier, two fax machines, two computers and shipping services. As the demand for on-site business and meeting services quickly proved to outgrow the supply, FedEx Kinko's was invited to expand its presence at the Convention Center.

This trend continued over the next decade as the OCCC expanded. FedEx Kinko's has been awarded three consecutive contracts to provide exclusive business services to the Center. The most recent contract was awarded to FedEx Kinko's in May of 2003, spanning five years, in a newly expanded OCCC with 3 million square feet of space.

FedEx Kinko's expanded business services now encompass a full array of self-service offerings, including computer rental, high-speed data access, as well as copying and digital printing, signs and banners. Full-service production is also available, in addition to on-site shipping services. The majority of the production is completed on-site with large volume orders fulfilled through the FedEx Kinko's Orlando Commercial Production Center (CPC), located only minutes from the OCCC.

In addition to the comprehensive service offerings FedEx Kinko's provides the OCCC, the Center also receives a percentage of the revenue FedEx Kinko's generates through the business center operations.

FedEx Kinko's commitment to the partnership extends to cooperative advertising and joint sales and marketing initiatives, as well. FedEx Kinko's engages in collaborative selling and participates in customer committees to elicit feedback from the Center's customers in an effort to support continuous improvement for the OCCC and its clients.

Results

The true spirit of partnership between FedEx Kinko's and the OCCC has been a tangible contribution to the remarkable growth the Center has seen over the last 10 years. FedEx Kinko's clear brand recognition and a stellar reputation for providing a complete line of exhibitor service offerings, with superior speed and quality, have helped the Center attract significant increases in business. Furthermore, the revenue sharing agreement between FedEx Kinko's and the OCCC has helped the Center generate over \$11 billion for the Orlando economy since opening 15 years ago.

FedEx Kinko's continues to provide expanded access for OCCC customers via its on-site locations, a dedicated on-site Senior Customer Consultant and easy online document ordering services through a link to a FedEx Kinko's DocStore on the OCCC Web site. As new customer needs are identified, FedEx Kinko's responds with the right solution.

Final Thoughts

FedEx Kinko's embarked on its relationship with the OCCC as a true partnership, providing the Center with the right set of services to match its operational needs and budget. From the beginning, staying flexible and keeping in constant communication with the Center's staff helped FedEx Kinko's maintain topnotch service to the Center's clients. As the OCCC underwent various growth stages, FedEx Kinko's was able to grow its in-house services, as well.

"In the early stages of our working relationship with FedEx Kinko's, we were seeking a way to simply meet the demands of our current clients. FedEx Kinko's, through their foresight, flexibility and ability to align their services with our business goals, turned into an invaluable business partner. They have kept up with our rapid expansion and continue to surpass our expectations."

-Yulita Osuba, Marketing Manager, Orange County Convention Center