

ENTERTAINMENT TRANSPORTATION
SPECIALISTS



THE LONG HAUL

Pulling Back The Curtain - Fan Appreciation
In Unexpected Places

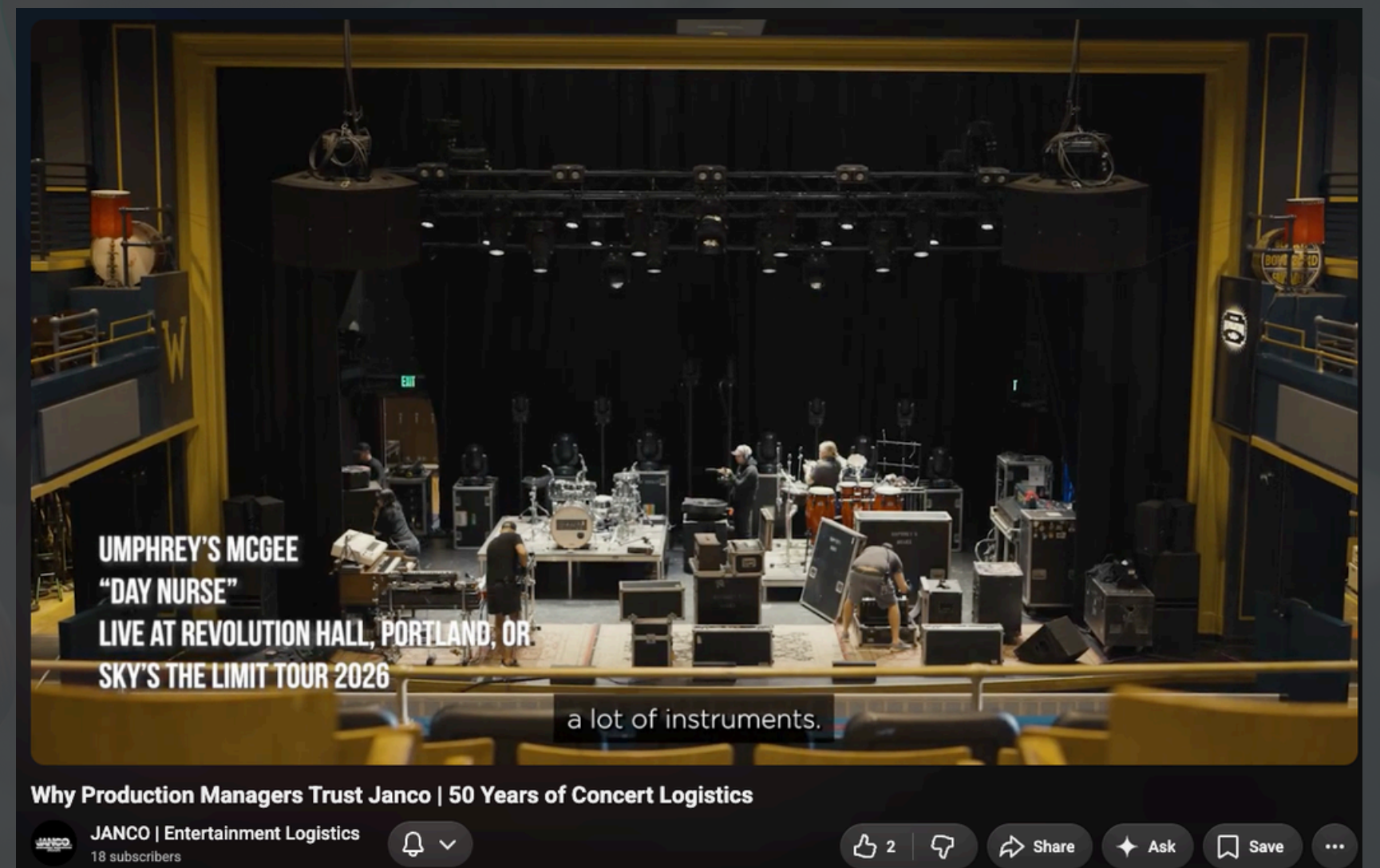
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The Long Haul is an industry briefing series presented by Janco covering trends, technology, operational challenges, and stories from the live entertainment logistics industry.

WHAT STARTED AS A PARTNERSHIP BECAME A REMINDER OF WHAT MAKES THIS INDUSTRY SPECIAL

Over the past several months, Janco and Umphrey's McGee partnered to document life on the road, sharing the people, places, and processes that keep a tour moving long after the crowd has gone home.

What we discovered after publishing these stories surprised us. Fans weren't just interested in the trucks, venues, or logistics. They were genuinely **curious about the people behind the scenes** and grateful for the opportunity to see a side of live entertainment they had never experienced before.



SOMETIMES THE MOST MEANINGFUL STORIES HAPPEN BEHIND THE STAGE

CONTENT & STORYTELLING

Through our partnership with Umphrey's McGee, we set out to share an authentic look at life on the road, from overnight drives and load-ins to the people responsible for moving a tour from city to city.

UNEXPECTED RESULTS

The response revealed something bigger than we expected: **a growing appreciation for the unseen network of drivers, crews, production teams, venues, and partners** whose work makes live entertainment possible.

ALWAYS DOING FOR IT **THE FANS**

EVERY MILE. EVERY NIGHT.

While artists, production teams, drivers, venues, and logistics partners each play different roles, we're all working toward the same goal: creating unforgettable experiences for the people who show up night after night.

BEHIND THE SCENES

The music brings us together. The work behind the scenes makes it possible. Through our collaboration with Umphrey's McGee, we learned something unexpected: **fans don't just appreciate the artists on stage, they appreciate the entire ecosystem that makes live entertainment possible.**

The comments, messages, and engagement reminded us that people genuinely care about the drivers, crews, production teams, venues, and partners who work behind the scenes to make every show happen.

Because whether we're driving the miles, advancing the show, loading the stage, or stepping into the spotlight, we're all working toward the same destination:

The band performs for the fans. We move for the fans. Together, we're doing it all for the fans.



Fans Recognizing the People Behind the Performance

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