

# TOP 10 MONEY SAVING TIPS FOR EXHIBITING AT THE SHOW!

- 1 Strategize your literature**

It's a good idea to have 2 sets; a less expensive one for those attendees that are just browsing and a nice piece for real prospects.
- 2 Learn the Show's marketing opportunities**

Be sure to ask the Show Team about any co-op marketing opportunities, website marketing, sponsorship opportunities and more! Several online opportunities are available that allow you to generate leads online and drive traffic to your booth, website or to your store – before, during and after the Show! In many shows, putting a link to the Show website on your website – or including the Show logo and dates in your advertising, can earn you extras like comp. tickets.
- 3 Pre-order from your service provider**

Ask about early bird discounts from your service provider. Also in some nonunion facilities, exhibitors are able to bring in their own tables, chairs, carpet and don't have to rent this from the decorator. This can save exhibitors 40-50% by doing it themselves.
- 4 Use your cell phone (if possible) vs. ordering phone lines**
- 5 Make your space flexible**

This will allow you to use your display at other functions.
- 6 Provide consumers what they want to see!**

Be sure to offer consumers the opportunity to touch, feel and experience the product or service. This can be more effective than an expensive glitzy backdrop.
- 7 Co-op with your manufacturers/distributors**

Inform your manufacturers and distributors of your intentions at the Show. Be sure to share the research and information regarding the consumers that will be exposed to their product/service. Many manufacturers will pay 25-50% of their dealers' exhibit space if you put their product/service in your booth.
- 8 Plan, plan, plan ...**

Have a strategy for move in, at the Show and move out. This will help you avoid late fees, rush charges or miss out on discounts. Do you have enough literature? Did you order enough discount tickets for your clients? Do you have a plan in place to follow up with leads? Where are you and your staff parking?
- 9 Manage staff efficiently**

Learn the peak hours of the Show so you have enough staff during these times. General rule of thumb is to have 2 staff for each 10x10. Too many employees in your booth will create a barrier to consumers and cost you more money!
- 10 Communicate with the Show Team**

Consider them consultants to help you save money! Marketplace Events produces 27 shows a year and tests new initiatives in each of these shows. Ask your Show Team what has successfully been done in other markets ... Or pass on an idea that you have!