



Practical Tips to Save Money on Exhibitions

By Jefferson Davis, *Competitive Edge*

When you compare the cost of putting a representative face-to-face with a customer or prospect in their office compared to the cost at an exhibition, exhibitions are an extremely cost-effective channel. That being said, many stand managers are under pressure to do more with less. Below is a collection of cost-savings practices. Cross out the ones you are using and put a checkmark by the ones you plan to use—and plan now to cut costs!

- Reuse, refurbish, or extend the life of your stand
- Evaluate renting versus owning your stand—you can save a lot here
- Replace your stand with a lighter-weight, easier-to-set-up/tear-down version
- Get distribution-channel partners to invest in the exhibition with you
- Take advantage of all exhibition vendor deadlines and discounts
- Negotiate everything
- Book travel early
- Use the same hotel chain as often as possible—negotiate room rates
- Consolidate freight shipments
- Avoid rush charges by planning ahead
- Store stand properties in your most-visited exhibition city
- Buy reusable crates
- Evaluate the viability of a virtual product presentation
- Send fewer people—only those who need to be there
- Send less literature—print on demand
- Create a roommate-lodging program
- Dine with pre-set menu
- Save money on giveaways by using them properly
- Evaluate owning versus renting your lead-retrieval system
- Be sure all leads are followed up
- Audit your post-show bills

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