

## TWO SIDES

# CHEAP | TAESH

## SAME COIN

Got a call from a guy who was in the other shows – referred by one of our ‘happy clients’ (an exhibitor) – how much would it cost to exhibit in The Home Show? – answered his question – he responds:

*“That’s more than I paid the Other Guys.”*

Never at a loss for a good retort, our staffer answered:

*“Oh. You exhibit in shows that **don’t** advertise. Yes, they’re much cheaper.”*

*“Huh?”* he says.



That’s what it’s all about.

Either you pay the weight of a properly advertised production . . . or you don’t.

It’s all about YOU.

If ‘cheap’ is the only price you’ll pay, who’s the ‘cheat’? The producer? Or, are you cheating yourself?

Production costs are: pipe & drape; tables & chairs; electricians; facility rental; show staff; etc.

Promoter’s costs are: insurance; utilities; salary & admin; and profit.

What’s NOT included is advertising.

I’ve said it time and again, the last line item of a home show budget that can be cut is advertising.

As you know, advertising is the only method of attracting attendees to any show.

When advertising is reduced because everyone got ‘cheap’ space, traffic takes a dump.

If you want ‘cheap’ space, then you’re paying for just that: “space” – not advertising.

Again, it’s the last thing the promoter buys, so, it’s the last thing that gets cut from the budget.

If you only buy cheap booth space, you’ve cheated yourself. Now you know.



So, what makes The Home ShowS different?

Specifically ... we’re not gonna tell ya. Sorry. Why? ‘Cause the *Other Guys* read the Lil’ J Papers too. Telling you what makes our production different is giving them proprietary information ~ ‘trade secrets.’

But, we always tell you advertising we’ve done after each and every show.

That’s part of the formula for our success (satisfied exhibitors => 23 years with 11 shows in 8 halls).

We’ll also state that our policy requires we plan budgets with ‘stewardship’ in mind.

*Stewardship is “the careful and responsible management of something entrusted to one’s care.”*

*“Something entrusted” is YOUR ad budget. We take “care” it “responsibly” for you.*

*Another reality tidbit brought to you by*

*Lil’ Johnny*

Send comments to [John@ChicagoHomeShow.Net](mailto:John@ChicagoHomeShow.Net)

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. . . through Stewardship.

