

# Are you in an 'abusive relationship' with your home show promoter?



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Allow The Home ShowS to offer shelter to all damaged, downtrodden and exploited exhibitors who have fallen victim to the scurrilous practices of Abusive Promoters in the Chicagoland home show industry.

## The Abusive Relationships of Home Show Promoters and their Exhibitors

Something's just not right in your relationship with the promoter, but you can't put your finger on it. If your promoter is displaying a combination of these behaviors, you may be exhibiting with an Abusive Promoters . . . *a real loser.*

### 10 steps to spotting promoter abuse . . .

**Step 1:** Watch for controlling behavior. They will claim, "You'll never get a deal like this from anyone," coming on strong and trying to close the sale. They won't accept "no" for an answer. They will call repeatedly late in the evening because "you might exhibit with someone else."

Abusers pressure you with unwholesome deals, comp space, or free booths to get an exclusive commitment from you to exhibit at all their shows.

Keep an eye out for last minute price cuts. All promoters offer discounts, but when jealousy is taken to excess, they *'negotiate'* and offer *special deals* to trap you. That's a warning sign of coming abuse. After a while, you'll have no show leads and no more funds to exhibit elsewhere.

**Step 2:** They expect you to dazzle you with exaggerated advertising claims and unrealistic attendance projections, such as:

*"unprecedented ad plan ... massive ad plans that we're known for ... larger than ever ... best in Chicagoland ... new standard ... most notable, popular and productive events ... success ... new attendance record ... attendance record ... 10,000 attendees!"*

**Step 3:** Observe the way they present themselves. If their web site and emails claim they are: *"The largest in Chicagoland ... strongest most progressive company ... a power player ... raising the bar ... greater demand (for booths that) outweighs supply ... we are the absolute best ... with a deep understanding ... unique qualifications ... we'll help you find the truth ... doubt no more ... no "doubletalk" ... offer(ing) your company an incredible opportunity ... success and popularity ... most eagerly anticipated ... hottest shows ever ... early sellout ... larger than ever ... growth curve beyond any ..."*

An Abusive Promoter's only interest is themselves, not their exhibitors.

This isn't just 'puffery' — it's a delusion.

**Step 4:** Pay attention to other exhibits in their show. If contractors and tradesmen at a *home show* are a minority, surrounded by Pitchmen and Referral Networks, you're experiencing a transformation. Their *home show* has become a *flea market*. Low cost exhibitors and cheap booths

contribute nothing to show advertising, resulting in a lack of leads and sales for YOU.

**Step 5:** Don't shrug and accept it when they say,

"I gave so many exhibitors so many deals - *to help them out* - there was *no money left to advertise.*"

Abusive Promoters give away your ad budget and can't produce effective shows.

They cancel shows and claim they're being "part of the solution" ...

instead of admitting they are "the problem."

**Step 6:** If anything goes wrong, Abusive Promoters project blame on others for their problems: halls, ad mediums, their own staff — it's always someone else's fault.

If they never spend time walking the show floor, at the office answering calls, doing the work - they're avoiding responsibility for poor performance and robbing YOUR show marketing budget.

**Step 7:** Instead of answering concerns at the show, Abusive Promoters toss exhibitors for having "bad attitudes," "making an example of them." They enjoy intimidating others with a display of force against those who question their performance or doubt their ad and attendance claims.

**Step 8:** They rant about the injustice of things, saying their shows failed because they were embroiled in: inspections by the building dept. / fire marshal / health inspector, IRS tax liens, unpaid hall debts, vendor bills, staff claims for past wages, advertisers chasing them for payment, and even settlement of lawsuits. Be wary, this could be their TRUE IDENTITY.

Their troubled past may become your troubled future if you exhibit in their shows.

**Step 9:** Abusive promoters have sudden mood swings switching from thoughtful listening to explosive and hostile retorts. They're cruel to exhibitors and their own staff, showing violent tendencies through undue criticism, verbal assaults or unwarranted anger.

**Step 10:** Abusive promoters are hypersensitive and easily insulted, claiming, "your logic is faulty" and they're *the greatest*. But, they can't support their claims with facts, figures or experience.

When you read their marketing materials, you're actually seeing the ego of a promoter, not the performance of a producer.

If you've been seduced and exhibit with an Abusive Promoter by *sweet deals* and *free space*, show after show, and now question the validity of their claims (and the wisdom of your decisions), you're on the road to recovery.

Be strong. Be vigilant. Beware.

Fear not, exhibitors. YOU can make a difference in YOUR future.

But, you have to CHANGE and find a more satisfying relationship with a Producer that produces results - not a promoter that just makes promises.

This tongue-in-cheek *Public Service Announcement* was brought to you by

*Lil' Johnny*

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



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