

# BIG DOGS take a BIG bite



... while small dogs just nibble.



This lopsided allegory has a logical aim. Think about this . . .

Shows in BIG HALLS (Convention Centers = *Big Dogs*) result in smaller margins for everything except the rent paid to the halls by exhibitors.

Promoters and some exhibitors that favor BIG HALLS ("one big show") are saddled with the expense.

BIG HALLS are usually in expensive buildings and expensive locations. *Who pays for the pricey real estate?*

BIG HALLS have lotsa parking (a huge 'footprint'). *Who pays for the 'lot' in the "lot-sa"?*

BIG HALLS pay colossal utility bills. *Who pays the gas and electric?*

BIG HALLS need plenty of exhibitors for the promoter to 'break-even.' *If they don't, who pays?*

**YOU!** - That's a *disproportionate* "you" expense.

Exhibitors pay the cost of a BIG HALL. The promoter doesn't.

However, promoters do sell you on how BIG their show is, using words like:

"largest ever" - "massive" - "gigantic" - "300 / 400 / 500 booths."

If they ever reach that goal, which is to say, sell every booth on the floor of a BIG HALL, there's a very good likelihood you'll be lost in a sea of business cards at the bottom of the attendee's bag - assuming attendance increases to match supply. It doesn't! It never does!! It never will !!!

We at The Home ShowS don't have *big hall envy*. We chose to produce **BIG** shows in SMALL halls.

Better shows come from smaller facilities.

How? Small halls cost less, leaving more for advertising.

Advertising is the **ONLY** thing that produces traffic. And that's *everything* to exhibitor success.

Rents are so high in BIG HALLS, that the *Other Guys* dump their ad budget.

Don't believe me?

Consider the demise of the HBA show at Renaissance. They went from "destined to be the premier sales environment" to "no longer feasible or financially sound." They're the 5<sup>th</sup> or 6<sup>th</sup> who've lost their nut at this hall. What about the *Other Guys* who dropped: Rosemont? Schaumburg?

Odeum in Villa Park? Lincolnshire Marriott? How does Pheasant Run compare with its 3 halls:

Mega Center, Ballroom and DuPage Expo across the street? That's a lotta rental space!

Expensive halls? You betcha! They're 3 to 5 times as expensive than SMALL halls in **BIG** markets.

Big Dogs bite big time ... and exhibitors should know how they impact shows, leads and why to avoid them.

That's the view of this little producer . . .

... with 11 shows.

Lil' Johnny

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

SOURCE: [www.ChicagoHomeShow.Net/LilJ](http://www.ChicagoHomeShow.Net/LilJ)



Since 1986 . . .

© 2008 J. Neron ~ Lil' Johnny



... small halls = BIG ADVERTISING.