

GIMME, GIMME, GIMME MORE "cheap"

The LOWER price is the ONLY price UNWARY exhibitors pay.

Every year, we hear about "cheaper prices" offered by other promoters (aka the "Other Guys"). When it comes to home shows, every other promoter offers cheaper prices than us... every one.

You may be thinking, "What? Did I read that correctly? Every OTHER show's prices are lower than The Home ShowS?" That's correct and ... incorrect. Sounds like "double-speak," but it's not. It's more a paradox.

Other show prices start higher than The Home Show (THS). For example, at the time of this Paper, THS rents 10' booths at \$1095 while some of the *Other Guys* are at \$1200. For multiple booths, they charge \$400 to \$500 more than THS. Some of the *Other Guys* rent smaller booths at about a hundred less. However, the cost per square foot, the "Other Guys" are 5% to 10% higher.

SOOO, who's got the lowest prices? I guess THS does or, does not.

I know this is confusing because across the board, we have lower prices. "Then how can THS be higher?" The answer is "deal-making." In this industry, there's no such thing as a 'list price.'

THIS IS A VERY IMPORTANT RULE:

Every dollar the *Other Guy* negotiates as a deal or discount to any exhibitor (you or another), comes from the show's advertising budget.

To be more specific, all "deals" come from YOUR marketing budget. Every dollar "discounted" is deducted directly from advertising. And it's the advertising YOU need when you're sitting there on your butt and waiting ... and waiting for the traffic to come. It's a problem we see at LOTS of shows.

Here's some examples of how it happens:

- "I'll knock a hundred off" means the promoter just knocked \$100 off show advertising.
- "\$500 booths" = the only advertising you might see is a Press Release in a local paper.
- "Friendly Deals" - *Subtext: The reason I can give you this incredible discount is because I really screwed the last exhibitor!* Ask your neighbor, "How much did you pay?" Don't be surprised to find s/he paid less than you.
- StandBy = a last minute discount = a last ditch attempt to by the promoter to fill the hall. These deals don't even 'cover' costs. (See the Lil' J Paper: StandBy.)
- "The 2-Fer" (2 for 1) means there is no ad budget. Bring a deck of cards. Forget advertising - long ago it became an unessential expense.
- The "FREE Trial Offer." Say what? It's true. At this point, YOU'RE paying for YOUR competition to 'try out' the show. How's that feel?

THS doesn't offer "deals" to *anyone* that aren't offered to *everyone*. Our discounts: Early Bird - Fall/Spring Combo - Multi-Booth - Multi-Shows — offered each year to every exhibitor. Everyone knows the price they paid is the price everybody paid. If you take advantage of all our discounts you'll save more money without blowing the ad budget because discounts are an integral part of our budget.

THE MORAL OF THE STORY

"There's nothing in the world that someone cannot make worse and sell cheaper.
The person who buys on price alone is this man's prey." -- *John Ruskin*

Sorry for exposing the hidden truth, but it's gotta be said.

Lil' Johnny

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SOURCE: www.ChicagoHomeShow.Net/LilJ

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Since 1986 ...



... prices that match production.