



WHAT'S THE **GECKO** GOT TO  
DO WITH HOME SHOWS?  
NOT A DARN THING,  
'CEPT WHEN YOU HEAR:  
"I JUST SAVED  
A BUNCH OF MONEY  
ON MY BOOTH SPACE."

THEN, THINK ABOUT THIS . . .

It's been said time and again, industry leaders became industry leaders by serving their customers. For show exhibitors, the MOST IMPORTANT way for a producer to serve their exhibitors is through show advertising.

Show advertising alone produces leads and sales for exhibitors.

The trouble is, some producers lower prices, negotiate discounts, and give away booth space. It may not seem like a problem if you just got the "deal of a lifetime," but wait until the show. That's when all the deals wipe out all the show's advertising. And traffic? . . . . . HA!

Since all other costs are stable (pipe and drape, hall rental, temp staff, salaries and so on), the inattentive promoters' last chance to survive is by attacking the show's ad budget. It's the last expense they can play with to re-gain their profits.

Do they deserve to profit? - when the show isn't advertised? - and everyone is standing around waiting for traffic that never comes?

Before you begin to believe 'deals' save money, remember the deal you made is coming off *your* advertising and marketing budget. *You get what you pay for* really gains meaning.

Worse yet, every dollar of 'discounts' is a shared expense for ALL exhibitors in the show. **If you didn't get a deal, then maybe you should ask your neighboring exhibitors, "How much did your booth cost?"** If the answer is, "Less than yours," tell them how happy you are to pay for *their* space. Then hunt down the producer and tell them, *they're* wasting *your* ad budget - and killing *your* weekend by *selling short*, and giving away space to hacks that won't pay the price of a properly promoted show!

I say, kill the gecko.

"Not all show producers are created equal" is a cute saying. The real question is, "Which producers advertise? Which shows produce results?" The answer is The Home ShowS. We hold our prices. Failing to keep stable prices guarantees the show will suffer. Our responsibility is to assure *YOUR* success through show advertising.

As producer of The Home ShowS since 1986, we're proud of our relationships with exhibitors who understand and respect the value of that one, true fact. It's our commitment to you through show advertising that separates us from the *Other Guys*.

We owe you that because of our belief in "stewardship." Merriam-Webster Dictionary defines "stewardship" as, "the conducting, supervising, or managing of something; especially: the careful and responsible management of something entrusted to one's care."

Stewardship is what allows our company to grow. If we fail to serve you, we fail. Over the past dozen years or so, we've grown from one to eleven shows in eight facilities. For that, we thank our *loyal* exhibitors.

*Lil' Johnny*

Send comments to

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Since 1986 . . .

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. . . from those who know value.