



**IN A ZERO SUM INDUSTRY,
THE OTHER GUYS CLAIM TO BE
'PART OF THE SOLUTION.'
... REALLY ?**

Received an email presenting a great topic. The meat of the *e-meal* is the *Other Guys* dropped 3 halls representing 5 shows. They also say they'll be "part of the solution . . . not the problem." (Now they're the "part of the solution" after years of being "the problem"!?)

If that's *part of the solution*, then I say their *final* solution is dropping all shows . . . in the best interest of the industry, of course. That's just *my* opinion.

The *Other Guys* state, "We have reduced the

number of events we produce in order to focus . . ." (Emphasis added) The three drops in the *Other Guys'* show line-up – previously listed as "dates to be announced" – are Lincolnshire (near our show at the Lake County Fairgrounds); Odeum in Villa Park (near our College of DuPage show in Glen Ellyn); and, Renaissance in Schaumburg (a mile east of our Palatine show).

IT'S A ZERO SUM EQUATION

I've always believed what one promoter loses in attendance (and exhibitors), a better producer gains. Successful shows must be well advertised, properly managed and productive. That's what I believe and that's what we've done. It's allowed us to become a successful and established producer for over two decades. (For those who don't understand my "zero sum equation" thinking, read the other Lil' Johnny Papers posted on this web site, ChicagoHomeShow.Net > Exhibitors > Tips & Ideas.)

Make no mistake. We're an uncompromising and hard-hitting competitor. Any promoter that sets up a show in any of our market(s) will be faced with tougher competition than they've ever experienced.

Why? Because YOUR livelihoods and ours depends upon success. We don't "*reduce* the number of events we produce in order to focus." We're already focused. Focus means "motivation, concentration and application of effort." Do you want to exhibit in shows with a producer that hasn't been *focused*?

And we're expanding. We've added the **NEW exposition facility / the Kane County Fairground in St. Charles on Randall Road** - in the heart of the shopping district.

YOU too should expand . . . not "*reduce*."

Why? The fact that the economy is 'in the rough' only evidence opportunities are shifting - as the weakness of show promoters and their shows becomes more apparent, successful shows also become more apparent. Reading beyond the lines and into the future is easier when those who can't produce drop shows and drop out.

How can our expansion help you? If you're market has fewer jobs available, expand your territory and get into **new** markets. That's worth repeating:

If you're market is 'reducing' - expand into new markets.

That's the pro-active and competitive approach we follow. It's the same philosophy you should adopt to grow your biz and increase revenue. It's YOUR opportunity, not only to survive, but to succeed where others failed. Let the other guys YOU compete with re-focus and *reduce* their business. If shrinking is the path they've chosen, let it be. Our view, if the cup is half empty, we're here to

FILL IT!!!

From the desk of Lil' Johnny.
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. . . staying *focused*.