

Renaissance Convention Center - Schaumburg

"You boob!"

to



There's another Lil' J Paper you should read first.
See: "Renaissance - Post-Game Analysis." It begins ...

In the history books of Chicagoland home shows, we'll eventually come to terms with the issue of 'market saturation.'

In the history books of the Renaissance Convention Center in Schaumburg, they'll be forced to do the same.

'Til then, the self-flogging and cannibalizing shall remain on schedule.

Therein, I opine on the cause and circumstances for this hall's numerous failures. It all boils down to "too many home shows," particularly at the Renaissance Convention Center in Schaumburg.

Before Renaissance opened in 2006, we were 'invited.' Brand new. Big. All the amenities. We thought, "Is this the facility where we move from producing 'BIG shows in small halls' to 'BIG shows in **BIGGER** halls'?" Strategy and tactics defines the plan, and we've succeeded by being "the little guys." [Not so bad when you consider we have 11 shows covering every major market in Chicagoland.]

We discovered every producer in Chicago (and beyond) was booking this hall: competition was growing ☐ like-themes showing ☐ producers giving a snowing ☐ exhibitors get a hosing.

The Renaissance was then, and remains now, too damn eager to solve their financial problems at the price of reality. We predicted the cost would be failing shows and failing exhibitors. The losses would be spread amongst exhibitors by producers, and would permanently damage exhibitors because a dead show can never be recovered.

The way we see it, our job is to help you succeed. To that end, we'll gladly battle with any of the *Other Guys* who want to produce shows in our markets. [As I've said, it's a zero sum equation. Any attendees at another show are merely misdirected souls who should be at our shows.]

So, take a run at Renaissance?

Hell no!!! *Big Show Envy* ain't worth the risk of our relationship with exhibitors. That ended it.

It's Prom Night and here comes Carrie !!!

In my opinion, Renaissance has this problem called HUGE DEBT. Driven to pay the bills, they allowed the same types of events to be booked. Schaumburg hired Marriott to plan the party, spike the punch, and provide the escorts (producers). Upon arrival, producers divvied up the punch and, drunk with rapaciousness, ravaged their dates (exhibitors), leaving prom dresses scattered all over the show floor. It's like a bi-monthly prom and 'Carrie' is presiding queen again and again and again.

And then . . . And then . . . And then . . .

If you exhibited there, what you couldn't never ever know is that a hoard of home show promoters was lined up to do their thing. In total, there's been no less than 7 producers scheduled to promote home shows at Renaissance. (No kidding.)

We bowed out. The *Other Guys* didn't. They all wanted to be 'King.'

When 'redundancy' faces off with Renaissance, who do you think will win? ANS: the hall, the promoter . . . **NOT** the exhibitor. Exhibitors became casualties of the producer wars, and Renaissance's abject market strategy created by devastating debt and producer wars. It's vicious.

Many exhibitors dropped or down-sized. Therefore, hall rental took a greater share of revenue and the shows' ad budget. To replace the losses and fill the hall, promoters lowered prices and cut advertising **AGAIN**. Less advertising led to fewer attendees, which led to fewer leads, until the shows began to fail. Five producers have cancelled / dropped Renaissance . . . *so far*.

For Renaissance survivors, the dilemma is whether to bet on a comeback. **Don't!** Here's why:

The Past: Each show reduced the long-term potential of the hall. It'll take years to correct.

The Future: Renaissance is destroying exhibitors by continuing to invite like-theme shows. They're transferring their debt to those who can afford it the least: the end user - the exhibitor - YOU. And, Renaissance will continue to be a carrier of a lethal virus (economic necessity) that will kill exhibitors and shows until their debt is paid off. In a recession, that's gonna take a while.

Nothing's gonna change. After you reserve a booth, how would you know how many other shows are scheduled before **AND** after the show you just booked? You won't.

"You Boob!" to YouTube

How bad is it? See for yourself. I direct your attention to a *YouTube* video of a recent Renaissance home show titled "schaumburg homeshow." Worth watching.

<http://www.youtube.com/watch?v=voiR90AyA20>



0:13



0:14 to 0:28 ("The End")

The pen may be mightier than the sword, but this lil' piece of digital history is omnipotent.

Take a gander at the camera-shy guy who scooted out of sight. Why's he hiding?

Is that the producer disappearing behind the column? "Bueller? ... Bueller? ... Bueller?"

Did the Renaissance eat another promoter?

Anyone know who that is? Let me know.

From the floor next to the desk of Lil' Johnny (ROFL)

Send comments to

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SOURCE: www.ChicagoHomeShow.Net/LilJ



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. . . by avoiding 'man-eating' halls.