



33 Ways to Save Money and Stretch Your Exhibiting Dollar

By Jefferson Davis, *Competitive Edge*

When you compare the cost of putting a rep face to face with a customer or prospect in the field with the cost at a tradeshow, tradeshow are an extremely cost-effective channel. That being said, many exhibit managers are under pressure to do more with less. Below is a collection of 33 cost-savings practices. Cross out the ones you are using and put a checkmark by the ones you plan to use—and plan now to get more bang for your tradeshow buck!

- Membership has its advantages: Join the association
- Reuse, refurbish, or extend the life of your exhibit
- Evaluate renting versus owning your exhibit—you can save a lot here
- Replace your exhibit with a lighter-weight, easier-to-set-up/tear-down exhibit
- Get distribution-channel partners to invest in the show with you
- Take advantage of all show-vendor deadlines and discounts
- Negotiate everything
- Book travel early
- Use the same hotel chain as often as possible—negotiate room rates
- Consolidate freight shipments
- Avoid rush charges by planning ahead
- Ship to the advance warehouse
- Ship small, lightweight, carry-in items to the hotel
- Store exhibit properties in your most-exhibited show city
- Negotiate volume shipping/freight contracts—go out to bid
- Buy reusable crates
- Have freight reweighed before return shipping
- Right size your exhibit—a complex topic—call me at 800-700-6174
- Incorporate high-level signage into your booth structure instead of a hanging sign to avoid expensive rigging charges
- Evaluate the viability of a virtual product presentation
- Send fewer people—only those who need to be there
- Bring your own cleaning supplies
- Bring your own trash cans and liners
- Bring your own cordless vacuum
- Bring your own surge-suppressor power strips and flat extension cords
- Send less literature—print on demand
- Create a roommate-lodging program
- Dine with pre-set meals
- Save money on giveaways by using them properly
- Evaluate owning versus renting your lead-retrieval system
- Be sure all leads are followed up
- Audit your post-show bills
- Measure and report savings and ROI, and you may not have to reduce costs after all.

Jefferson Davis, President of Competitive Edge is known as the “*Tradeshow Turnaround Artist*”. Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$800M. Mr. Davis can be reached at 704-814-7355 or Jefferson@tradeshowturnaround.com.