



The Home ShowS has gained a reputation as the most expensive shows in the Chicagoland home show circuit. *Really?* Well, that's what a flooring guy said yesterday. He claimed he got a deal from PRun that amounted to approx. forty percent (~40%) off their price - *even P Run is dropping their drawers . . . wow! Scrambling for exhibitors. But, they have ta pay a lot to be a lot ("greatest show on earth"). Humm. I guess that BIG hall rental is tapping them out.*

These days, lots of exhibitors think they're leveraging risk by buying booths on the cheap from what I see as soon-to-be 'formerly' great shows – if you get my drift.

Well, it's like that TV commercial for the insurance company that touts "Name Your Own Price." (Cheap.) Anyone notice the price determines coverage? Another auto insurance advertiser did – the one with the 'Mayhem' guy. They explain: "You get what you pay for" – price decides coverage. It concludes, *You got the cheaper price – surprise, you ain't covered.*

Now, I know recessions bring out price competitors. I've lived through ten since; five after I went into business for myself, 1978.

Recessions are tricky. People knock you around / knock your price around / willing to stall for lower cost of materials, or labor, or overhead (O/H) . . . and, forget profit – that was cut out long ago.

"What good is it to take these jobs? Are you paying them or are they paying you?" – sometimes, ya have to ask yourself. We do. We've asked ourselves that very same question. We ask, "Are we running shows? – for funsies?"

Nope. Not exactly. Here's our thoughts:

We produce them because they're the best bang for the buck on your marketing budget. If you survive this 'Great Recession,' so will we. How do you survive? Advertise. Let me clarify, advertise smart.

What do you get?

Fall shows are probably below BEP, but have the unique ability to contribute something to O/H. Without them, fixed expenses have no offset what-so-ever. Overhead just keeps draining the checkbook 'til there ain't no more. Fall shows don't make money. They make survival possible.

Spring shows are the recovery period. That's when you add up a year of shows and meld that into a tax return. Then, hopefully, you made enough to 'cover' – or, didn't loose much.

SUCH IS THE STATE OF THE ECONOMY.

– Yours, and ours.

Here's a scoop...

The Home ShowS isn't making a profit. At best, we're breaking even. At worst, we're buying OUR jobs and paying to keep you employed another year.

Really? Why the hell would you do that?

As said, our "fortunes" are tied to your "fortunes." We succeed ONLY if you succeed. We rise and fall together.

Oh, Johnny . . . are you trying to make us feel sorry for you?

No . . . Hell no!

If you're one of our exhibitors, don't feel bad for us. You'll survive and so will we. We're doing what we have to.

And, if your an exhibitor in the *Other Guys'* shows – making deals – getting *special* discounts – paying for one booth and getting 3 free – never paying enough to advertise the show – not willing to step up, then I guess I should feel sorry for you. But, I don't. And I doubt any of our exhibitors feel bad either.

Every lead you never saw because you participated in the *Other Guys'* show – the shows that aren't advertised – well, they're jobs our exhibitors snatch up by exhibiting at The Home ShowS that are advertised over the top of our competitors.

So really, this ain't no pity party. It's just another way to view the soup we're all in.

As to The Home ShowS being expensive – more than the "greatest show on earth" (P Run) – sure. Remember, you pay more to get more. Pay less, expect less. Pay nothing = do nothing = get nothing. The options are few.

The price you pay for a booth at The Home ShowS is the price to produce The Home Show. There's no profit. As said, we're operating on a BEP budget – sufficient to advertise / get results / stay in biz ... and keep you in biz, too. It boils down to,

"You have to show to sell"

Forget that and next year, everyone forgets about you. Us, your competition, and customers.

Just like you forgot about Tower, EXPO, TEAM, Art Plus, Backyard Expos, HBA-GC, dmg, Homestar, and all the Chamber shows – all promoters 'til they didn't promote *no mo* ... at halls that no longer host shows, like: Benedictine U, Lewis U, Max McCook, St. Charles Sportsplex, Schaumburg Renaissance, Stephens/Rosemont, Odeum, McHenry Holiday Inn, North Shore, Willowbrook, Sandwich, Prairie Stone, and on and on.

And the shows scheduled and later cancelled ... to be rescheduled again – this '*come see come saw*' list is just as long.

The choice is yours. But, I guarantee the moment you stop moving forward is the moment you fall behind. Fall behind and you'll never catch up.

So, buck up brothers and sisters. It only gets better when you take your future into your own hands . . . not pass it off to some cheap ass promoter who's grand plan is 'sell one' and 'shelf another.' That's the mark of a *failure on the hoof*.

From the desk of

Lil' Johnny

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More about home shows:

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