



BEATING THE PANTS * OFF THE OTHER GUYS * SKIRTS TOO.

This is NOT a Paper for P.C. exhibitors who think the home show industry is a bed of roses.
If that's what you believe, click off NOW!

Moving on . . . Let's talk about kickin' the crap outta the competition.

Some exhibitors don't like this kinda talk.

By that I mean, they THINK they're caught in the middle of some kinda war between home show producers - caught in the crossfire. Seems they don't wanna hear about it - talk about it - be in it.
NOW . . .

Maybe YOU think you don't need the business our shows produce.
Maybe YOU don't care about exhibiting in the BEST home shows in Chicagoland.
Maybe YOU don't mind giving up business to exhibitors in the *Other Guys'* shows.

WE DO !

And we care about YOU . . . IF you're an exhibitor in The Home Show*S*.
If you're not in our shows, well . . . *we'll get to that later.*

Follow this idea for a moment, that is, The Home Show*S* "beating up the Other Guys."

Did you think home shows are different from every other business?

Ever hear of "The Pepsi Challenge"? What about Comcast vs. Direct TV?

And don't even tell me you don't know about Miller Lite versus Budweiser Lite.
'Competition.'

COMPETITION: IT'S EVERYWHERE. GRAB SOME.

When we're kicking the *Other Guys'* around, did ya think it was just for funsies ?

We're doing the job YOU pay us to do. Did you want a 'ho-hum' home show ??

When there's another show in the same market, did you want us to back off show advertising ???
Our job is to trounce their show! - blow 'em away!! - kick their butts and the horses they rode in on!!!

Why? So OUR exhibitors get ALL the attendees. So OUR exhibitors get ALL the leads.

So OUR exhibitors get ALL the business.

Anything less and we wouldn't be able to face YOU on The Home Show floor.

(Remember, we 'WALK THE FLOOR. We're not shackled up in some hotel room watching TV while part-time staff sits at the front desk acting like they don't know you . . . "And you are?")

We MANAGE and ADVERTISE every show like it's our *only* show - like it's YOUR only show.
We guarantee a better job than anyone else and base that on "23 years" of service as proof.

TANKING OUR COMPETITION IS TANKING YOUR COMPETITION



Now we get to the bloody part . . .

When the *Other Guys* run a show anywhere in our territory, we attack with a vengeance. We blow away their advertising with more ads, better ads, bigger ads, and smarter ads.

The Home Show^S protects and defends its exhibitors and its facilities, no different than a General waging a war - '*Market Wars*.'

If we get that wrong, the casualties are The Home Show exhibitors: YOUR business, YOUR family, YOUR laborers and subs and suppliers and on and on. That's NOT gonna happen. Not on our watch.

THE *OTHER GUYS*' EXHIBITORS ARE YOUR COMPETITION

If you're standing in a booth, looking around, and wondering where the traffic is, you're in the *Other Guys*' show and the traffic is at The Home Show.

We've either got their attendees or we're going to get their attendees.

It's a "YOURS or OURS" scenario and we mean to make everyone attend OUR show and become customers for OUR exhibitors.

If you're in the *Other Guys*' show? Don't expect us to go easy.

KNOW THE "GROUND RULES"

What would Rummy say?

Once you know the ground rules, you know how I think.

To the sensitive and insecure, if you didn't like this paper, you won't like the rest of the *Lil' Johnny Papers*.

If you continue, some of what I say may be 'R' rated, not to make you blush, to make you think. I opine on: advertising and dealmaking; why we barred Referral Networks; how discounts and freebies damage shows; bogus attendance thinking; who's who and what's what in experience; why some halls suck (or is it the producers?); fraud, bait & switch & con games; free versus paid admission; recessions and home builders; 'shows no longer'; and, all things home show related.

The crux of these issues will help you understand why The Home Show^S will always be the strongest shows in Chicagoland.

Your comments ARE welcome because I look forward to debate.
Nothing more exciting than one know-it-all (me) arguing with another know-it-all (you).



Since 1986 ...

BRING IT ON!

pppp GEN. (LIL') JOHNNY pppp

Send your comments to: John@ChicagoHomeShow.Net



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... winning "Market Wars"