

**YOU  
PAY**



**THEY  
PLAY**

### You Can Negotiate Harder

This past year, more exhibitors than ever have challenged booth pricing, claiming (and proving) they got a "DEAL" from the *Other Guys*! Our response: feigned surprise.

*You got a free table, chairs and electric? Uh-huh.*

*You got \$250 off? That's nice.*

*You got two booths for one? Double Cool!*

*You got in on StandBy? - at the last minute? - in the front row? Triple-wow!*

*What! Four booths and you only paid for a single - Wow-wow-wow!*

We already know the conversation is headed downhill, and it's a very long hill. So, we like to give it a little push and suggest they go back to 'the well.'

*You gotta drive a harder bargain. That's not a discount. It's a starting point.*

*You're not negotiating, you pansy. Compared to other exhibitors, ya got 'nuthin'.*


*We just heard a guy got four (4) booths for the price of one.*

*Think that's a discount? Go fer FREE SPACE - some exhibit cost-free!*

### Couple of Questions

When you exhibited in the *Other Guys*' show, did you notice all the smaller booths? - five foot instead of ten foot spaces. No? That's because all booths are the same size.

Was the *Other Guy* redirecting half the attendees away from your competitors' display and over to you? Then all the traffic was equal.

Did you get a "Gold Star" after paying to advertise the show?  You deserve it. You paid for all the show advertising. The *sponges* got a star. What about you?

### They Don't Pay the Bills ... YOU DO !

Your competition - YOUR COMPETITORS - are the *Other Guys*' "special friends" - and they don't have to pay full price . . . not as long as you do.

Think of it this way. Imagine a customer telling you, "I'm not gonna pay for the materials - but if ya force me to, then I won't pay for the labor - but if ya force me to, I won't pay for gas to the job, the GL or W/Comp insurance, your phone bill, or the advertising you did to get MY work." When you don't get paid for any expense account in the cost-of-doing-business list, you really can't afford to do the job, right? It's gotta come from somewhere.

In show biz, the last account that a producer can pilfer is 'advertising.' While the *Other Guys* discount booths for their *buddies*, they're just deducting those dollars from YOUR ad budget. Their *buddies* don't pay for advertising. You do. You pay, they play.

*So, did ya get your Gold Star? No?*

*Then go back an' get a big ass discount!*

*Lil' Johnny*

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...everyone pays their FAIR share.



Since 1986 . . .

