

Q.E.D.,
BUB.
Q.E.D.



"Q.E.D." is an abbreviation for the Latin phrase "quod erat demonstrandum" ('that which has been demonstrated'). It's often placed at the end of a mathematical formula indicating it's been completely proven. A filled square is used to signify Q.E.D. Looks like this ◀ ■

The Other Guys have a simple philosophy. They promote unproductive shows making people unhappy. Then, they call back to sell them on more shows and learn of the exhibitors' unhappiness. So, the Other Guys drop their prices to reel the exhibitor back in, and then they promote more unproductive shows and create more unhappy exhibitors. It proves something,

MISERY LOVES A DISCOUNT ■

That's the modus operandi (method of operation) that's been the foundation of many a show over the past few years. "If they complain, give 'em a discount."

The Home ShowS ?

We're in the business of making our exhibitors happy. We do that by consistently advertising better than any other producer in Chicagoland. We start with more advertising - which produces more attendees - which means more leads - which converts to more sales. It's uncomplicated, but it clearly creates a happier exhibitor population and a robust following . . . without the "complaints => discounts => more complaints => more discounts," and on and on.

The thing about our following of exhibitors - and we thank YOU every day for exhibiting in The Home ShowS - well, the thing is, they understand another rule of doing business, which is . . .

YOU GET WHAT YOU PAY FOR ■

When selecting shows, remember: quid pro quo (Latin for "something for something" - equal exchange). After all, we're not saying there's anything wrong with discounts, There isn't. The Home ShowS offers discounts too. But they have to serve a practical and positive goal, like saving you money while: saving us time (Early Bird Discount); helping fill in the slow fall season with a Fall/Spring Combo Discount; broadening marketing in these "troubled economic times" with Multi-Show Discounts; and, like growing your show presence with Multi-Booth Discounts.

That's practical. That's positive.

What I'm telling you is the Other Guys Complaint => Discount Policy is inherently unfair to all the other exhibitors in their shows who just don't complain, or don't know what to expect. (As a show producer, I don't get this style of doing business. If every call to a past exhibitor forces me to drop my drawers and give deep discounts to get them back in the show, that IS failure.)

HERE TODAY, GONE TOMORROW ■

Ab uno disce omnes (Latin for: 'from one, learn all' meaning, 'a single observation indicates a universal truth').

If shows are in trouble and the promoters cancel them, the fact that the show was in trouble is self-evident. That's 20/20 hindsight, which is seldom worth repeating.

But, how do you know what shows are in trouble? - and when?

Actions precede reality. Discounts and Deals.

When a promoter sells shows based upon price - offering lowball numbers, that's the first clue. Facing an insufficient revenue stream to cover all their expenses, they steal from advertising. Show advertising is the last thing ordered before the show. Without revenue, the promoter can't advertise. Therefore, they promote a show without sufficient advertising, and hope none of their exhibitors will notice. Sometimes, they get lucky and that works. Most times, not.

Exhibitors wise up and demand 'make good' deals (discounts) because they suffered through the last show's lack of advertising / lack of attendance. Show revenue drops further and they make deeper cuts to advertising. This is the definition of a vicious circle: down and down again goes the productivity of their shows until they drop halls, or fold completely.

Twenty-four shows cancelled over the past few years. (Some, including outside promoters, never even got off the ground. They saw the writing on the wall.) Trying to compete with the '5 families of Chicago' (as one exhibitor described it), they faced major competition. That leveled the karma of their grand plans. Bear in mind, their marketing included laying out grandiose ad schemes in hopes to sell out the hall. When it didn't appear possible, they either dropped the expo, or cut back advertising and later stopped promoting shows in Chicago altogether.

A particularly irksome incident (c. '06 or '07) occurred when a Rosemont promoter handed out free admission coupons to their paid admission show, at the entrance to our Harper show - which was free admission.

Pissed? Hell yes. When he refused to leave, Peggy threatened him with arrest for 'trespass' and 'solicitation' on 'private property' and she called the cops. Then, he left.

That was a direct threat to our exhibitors sales by their attempt to pilfer our customers and divert traffic to their show.

Once again, 'a single observation produced a truth.' The Other Guy couldn't match our advertising or traffic, so they tried to steal it. Latin: Acta Peccator ~ Deeds of the Sinner.

Who was the promoter? The Home Builders Assn. of Greater Chicago. Last year, they announced the end to their shows in the Chicagoland market. So it goes.

That's the Latin lesson for today.

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From the desk of Lil' Johnny
Send comments to
John@ChicagoHomeShow.Net

