



## . . . ReSulTs mAy VarY

We get calls from '2<sup>nd</sup> round newbies' looking to exhibit in The Home ShowS. The conversation goes something like this:

- Newbie: *Hi, how-are-ya. I'm Jerry Newbie and I heard about your shows from a guy at another show who said, "You oughta call [Peggy / Jessica / B.K.] and get into their shows (The Home ShowS). He said you guys put on pretty good shows - well, compared to the one I was just in - anyhow, sounds like something I'd like to do. How do I go about getting a deal so I can setup a booth in your show."*
- THS Staff: I can send you some information if you give me your contact info.
- Newbie: *Sure, it's (blah, blah, blah). What kinda deal can ya make me?*
- THS Staff: When you choose space at the show(s), we'll calculate discounts according to your selections for Fall/Spring, Multiple Booths and/or Multi-Show Discounts. How's that?
- Newbie: *Okay. It's like half-off right? Cause that's what the Other Guy gave me. And I don't wanna pay a lotta money for a show that's not gonna produce any leads.*
- THS Staff: Did you say an exhibitor referred you to us? - an exhibitor that was in our shows?
- Newbie: *Yeah, right - he wasn't too happy at the Other Guys' show either, an' I guess that's why he told me ta call you. We gonna work a deal here, or what?*
- THS Staff: If he's an exhibitor in our shows, he must have told you our prices are the same for everyone, right? Because, we don't negotiate prices or offer special deals.
- Newbie: *What? You're kidding, right? You mean you don't d-e-a-l?*
- THS Staff: That's not what I'm saying. We don't make "special deals." If one exhibitor gets a discount, then all exhibitors are offered the same discount.
- Newbie: *Right. So I can get like half-off or something like that, right?*

Here we are at the point of choosing between what we need to say, (as professionals) and what we want to say (the Staffer is now imagining a Scud Missile sailing toward the address he/she/it just gave us). Here's the "want to say" version:

- THS Staff: Sure we can make a deal - half-off, heck. Why stop there?! We'll give you four booths for the price of one! You wanna get in on "Standby" - at the last minute - wherever you want. Sure! Just like the Other Guys' "deal." No problem, as long as we don't have ta advertise the show. And if somebody happens to stumble into the show - just wanting to see whazup - then we'll call that "traffic." And if that happens enough, we'll tell you there were 10,000 attendees. How's THAT workin' for ya?!



I love taking the ludicrous to the x-treme - much more fun when you actually see their jaw drop (that's why the gals don't let Lil' Johnny answer the phone). Instead, the usual answer is . . .

THS Staff: We offer a number of discounts that I'm sure will satisfy your budget. Have you selected the shows and booths you'd like? (Smile, smile, smile.)

Folks, any "deal" is a bad deal if the deal isn't the same for everyone. That's a FACT.

When a promoter offers an exhibitor something "extra" in the form of discounts / extra space / free space / free table & chairs / free electric / free whatever, the cost of that freebie has to come off the show budget somewhere.

Where do you think the money comes from? YOU!

If you ever had a parent ask that question, then you know the answer isn't, "*The Money Tree out back.*" (That's answer got Lil' Johnny in deep trouble when I was about 7 years old.)

The answer is the advertising budget - the ONLY place the Other Guys can cut the numbers. It's the last purchase prior to the show. Can't cut pipe & drape. Still have to pay for the tables & chairs. No electrician is donating his time and equipment 'for the benefit of the industry.' The facility and its staff all need to get paid.



One producer is no more capable than another at buying advertising. There's no new tricks that reach the masses better than the old tricks we've been using year after year, show after show.

The Home Show has a advertising record we think is better than every other producer because we promote more shows, spend more on shows (across the board and individually), and pay our bills on time. If any ... ANY other producer can beat our performance, we'll be happy to sit down (with some neutral exhibitors) and match up invoices, year-for-year. It's a challenge they'll never accept because they know their place in the hierarchy of home show advertising buyers.

That said, we're back to this:

## Where's the money come from for the special deals the *Other Guys* give some exhibitors?

The answer is YOUR pocket. The money is taken from the dollars you pay to advertise the show which, any way you cut it, is out of YOUR pocket. When they do that, you're losing attendees at the gate. Fewer attendees means fewer leads. Fewer leads results in lower sales. A decline in sales is money out-of-pocket -- YOUR pocket !!!

YOU pay for the "DEALS" the *Other Guy's* are making. Even if you're getting a couple hundred off (looks like: \$\$), the 'deal-maker' can be getting five hundred off (looks like: \$\$\$\$\$).

In the all-in-all, you're getting screwed by every "deal" made by every deal-maker that gets into the show for a price that's not the same as the price you paid.

When someone asks us for a "deal" - like the *Other Guys* gave them - the answer's "NO."

Once we start cutting numbers, we'll be looking at that ad budget . . . and then your

**" results will MOST DEFINITELY vArY. "**

That's my opinion. What's yours?

Lil' Johnny

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