

# MORE SEEDY THAN A POWERFUL LOAD OF MOTIVE

I read all the stuff from all the show producer's web sites. My fav is, well, here's the text.

... largest in Chicagoland ... unique qualifications ...  
... strongest most progressive company ... we're the best ...  
... a power player ... benefit from our experience ... deep understanding ...  
... efficient ... productive ... do your homework ... we'll help you find the truth ...  
... call us (&) doubt no more ... knowledgeable ... no "doubletalk" ... we know how,  
where and when to promote shows ... experience ... confidence ... early sellout ...  
we are the absolute best ... unprecedented ad plan ... massive ad plans  
that we're known for ... (we) offer your company an incredible  
opportunity ... success and popularity ... most eagerly  
anticipated ... best in Chicagoland ... exhibitor  
anticipation at an all time high ... larger than ever  
... double in size ... selling out ... most notable,  
popular and productive events ... success  
... new standard ... raise the bar ... larger  
than ever ... greater demand ...  
... demand outweighs supply ...  
... hottest shows ever ... new  
attendance record ...  
growth curve beyond  
any ... attendance  
record... 10,000  
attendees!  
... end with  
a bang  
!!!

Wow.

No, really  
**WOW!**

Is there ego  
in this business?  
Sure. You have to  
believe in yourself to  
lead the charge. But when  
the blah-blahs border on  
mania, ask yourself,  
"Why is this guy trying so hard?"

If you're doing his shows,  
you're already asking:

**"WHAT'S THE TRUTH?"**

If you haven't been doing their shows, you should get references - - no, not the guys they refer.  
(They get deep discounts and free space to shill for the producer.)

Ask exhibitors who've done their shows. Real exhibitors will **"help you find the truth."**

You'll learn they ain't 'all that.' Their shows are 'so/so' at best.

This past year, they didn't have any "sell-outs" - advertising was random or none.  
Not one show had 10,000 attendees (exhibitors best guesses: from 500 to ~1500).

And the last show of the season didn't end with a "bang."

A whimper, maybe.

I see nothing but self-indulgent ego with a *load of motive*,  
born of crazy and braised in fiscal failure.

That's what I see.

*Lil' Johnny*

Got Comments? Send 'em to:

[John@ChicagoHomeShow.Net](mailto:John@ChicagoHomeShow.Net)

SOURCE: [www.ChicagoHomeShow.Net/LiJ](http://www.ChicagoHomeShow.Net/LiJ)

© 2008 J. Neron ~ Lil' Johnny



Since 1986 ...



... by being ever so humble,  
*comparatively.*