

Lean Exhibiting: 46 Ways to Get More Bang for Your Tradeshow Money

By Jefferson Davis, Competitive Edge

When you compare the cost of putting a rep face-to-face with a customer or prospect in the field to the cost at a tradeshow, even in this economy, tradeshows are still an extremely cost-effective channel. That being said, many exhibit managers are under pressure to do more with less. Below is a collection of 46 cost-savings practices in a checklist format. Cross out the ones you are using, put a checkmark by the ones you plan to use, and plan now to get more bang for your tradeshow money.

1. European Wind Energy Association membership has its advantages: discover five advantages to join EWEA by visiting our website and checking the Membership page.
2. Reuse, refurbish or extend the life of your exhibit
3. Evaluate renting versus owning your exhibit – you can save a lot here!
4. Replace your exhibit with a lighter weight, easier to set-up and tear down exhibit
5. Get distribution channel partners to invest in the show with you
6. Take advantage of all show vendor deadlines and discounts, which can be found in the EWEA 2011 Online Exhibitor Manual.
7. Negotiate everything
8. Book travel early
9. Use the official hotels of the event with negotiated room night rates. You can see the list of available hotels for EWEA 2011 on the event website in Practical Information page.
10. Consolidate freight shipments
11. Avoid rush charges by planning ahead
12. Ship to the advance warehouse
13. Ship small, lightweight, carry in items to the hotel
14. Store exhibit properties in your most exhibited show city
15. Negotiate volume shipping/freight contracts – go out to bid
16. Buy reusable crates
17. Have freight reweighed before return shipping
18. Right size your exhibit - If you would like to know more about contact the author.
19. Evaluate the viability of a virtual product presentation
20. Send less people – only those who need to be there
21. Bring your own cleaning supplies
22. Bring your own trash cans and liners
23. Bring your own cordless vacuum
24. Bring your own surge suppressor power strips and flat extension cords
25. Send less literature – print on demand
26. Create a roommate lodging programme
27. Dine with pre-set meals
28. Save money on giveaways by using them properly
29. Evaluate owning versus renting your lead retrieval system
30. Be sure all leads are followed up
31. Audit your post-show bills
32. Consider selling show leads to dealers and distributors
33. Measure and report savings and ROI and you may not have to reduce costs after all



34. Compare renting an exhibit versus shipping an exhibit
35. Consider buying a used exhibit
36. Design generic graphics or consider using stock photography
37. Produce graphics on location
38. Take inventory and purge
39. Investigate transportation caravans
40. Reuse labourers
41. Use the maximum straight-time hours
42. Eliminate rigged lighting
43. Use a portable server
44. Staff locally or outsource booth staffing
45. Shared hotel rooms
46. Use giveaways wisely

***Jefferson Davis**, president of Competitive Edge is known as the "Tradeshow Turnaround Artist". Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis is co-creator of the EWEA Online Exhibitor Solution Centre program. He can be reached at 704-814-7355 or jdavis@tradeshowturnaround.com.*

