



Presents

LEAN & MEAN Exhibiting

**How to Control Costs, Save Money
& Get More Bang for Your Tradeshow Buck**

Participant Learning Objectives:

*By the end of this session,
you will learn...*

- 1) 7 major exhibit expense areas
- 2) Present over 50 practical methods for reducing costs & saving money by area
- 3) Present 7 Tenets of MEAN Exhibiting
- 4) Overview 4 Critical Exhibiting Success Factors that virtually guarantee a productive & profitable exhibit
- 5) Present 5 easy-to-calculate Tradeshow Financial Performance Metrics

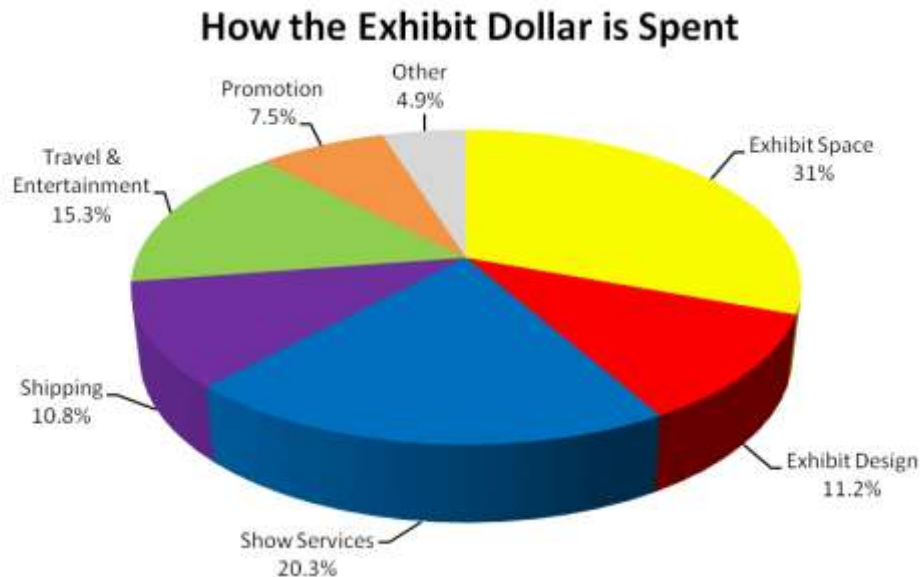
PART ONE: LEAN EXHIBITING

The “Iron-Clad” Rule on Spending Cut Decisions

Avoid making spending cuts in any area that is:

- Highly _____ to customers
- Will _____ impact exhibit performance & results

7 Major Exhibit Expense Areas



Money Saving Secrets From Exhibiting Colleagues

1. Reduce number of personnel sent to the show
2. Consolidate shipments to reduce additional shipping costs
3. Plan well & provide detailed instructions of the booth layout to reduce additional on-site labor charges
4. Use lighter weight booth materials
5. "Bring your own" whenever you can
6. Consider purchasing A/V equipment versus renting
7. Always order services by the discount deadline
8. Schedule your own freight
9. Instead of returning exhibit properties to the exhibit house between shows, ship the entire booth directly to warehousing in the next city & then direct to show

Reducing Costs & Saving Money

Areas: Exhibit Space & Exhibit

1. Reuse, refurbish or extend the life of your current exhibit
2. Replace your exhibit with a lighter weight, easier to set-up and tear down exhibit
3. Consider buying a used exhibit
4. Evaluate renting versus owning your exhibit
5. Right size your exhibit footprint
6. Design generic graphics or consider using stock photography
7. Produce graphics on location
8. Invest in sturdy cases & bubble wrap to store your graphics
9. Take inventory and purge

Area: Show Services

1. Take advantage of ALL show vendor deadlines and discounts
2. Supervise your own installation & dismantle – while staying within labor guidelines
3. Maximize straight-time labor hours
4. Reuse the same laborers
5. Compare cost of renting versus purchasing furniture
6. Use a portable server
7. Reduce or eliminate rigged lighting
8. Bring your own cleaning supplies
9. Bring your own cordless vacuum
10. Audit your post-show bills

Areas: Shipping/Freight/Material Handling

1. Compare renting an exhibit versus shipping an exhibit
2. Investigate transportation caravans
3. Negotiate volume shipping/freight contracts – go out to bid
4. Avoid rush charges by planning ahead
5. Consolidate freight shipments – pay attention to hundred weight pricing
6. Ship to the advance warehouse
7. Store exhibit properties in your most exhibited show city
8. Buy reusable crates
9. Have freight reweighed before return shipping

Area: Travel & Entertainment

1. Send fewer staff – only those who really need to be there
2. Use show negotiated discount travel codes
3. Book travel early
4. Rent a minivan and have staff pick-up arriving/ departing staff at airport
5. Use show shuttles
6. Create a roommate lodging program
7. Dine with pre-set meals
8. Cap and audit entertainment spending
9. Use the same hotel chain as often as possible for points

Area: Promotions & Other

1. Refer to the FABTECH exhibitor marketing page for information on marketing packages
2. Negotiate discounts based on volume/dollar spending
3. Gang-run printing
4. Design pre-show mailers to be used for multiple shows
5. Use postcards versus letters to reduce cost
6. Leverage low-cost web-based marketing media
7. Save money on giveaways by bringing enough and using them properly
8. Be sure ALL leads are followed up and accounted for
9. Consider selling leads to dealers/distributors/independent reps
10. Attempt to negotiate everything
11. Measure and report savings and ROI and you may not have to reduce costs after all

PART TWO: MEAN EXHIBITING

The 7 Action Tenets of MEAN Exhibiting

1. **DECIDE** now to no longer make “ _____ ”
2. **DEMAND** that every dollar and staff hour invested in tradeshow is targeted toward producing a _____ and ideally measurable outcome or result
3. **ADOPT** the Tradeshow Profit Perspective - set ROI targets
4. **GET CLEAR** about what you are _____ buying
5. **INVEST** more time on Strategy versus Logistics
6. **EXHIBIT** by Objectives – not by _____!
7. **IMPLEMENT** Measurement Strategies Supporting Objectives

ADOPTING the Tradeshow Profit Perspective

1. A tradeshow is a BIG investment of financial and human capital.
2. You are buying face-to-face contact.
 - _____
 - _____
 - _____
3. If you are going to produce a financial ROI -- it is hidden in your leads.
4. EXHIBITING ROI RULE: If you're not getting a minimum of 1 to 1 payback, ideally a 3 to 5 payback -- something is wrong.

Getting Strategic: 4 Critical Exhibiting Success Factors

1. **OUTCOMES:** Use Exhibiting By Objectives to visibly and directly support your company/business units goals and take advantage of the unique opportunities shows present.
2. **ATTRACTION:** Develop replicable processes to identify and attract _____ of the _____ people to your exhibit and functions.
3. **EXPERIENCE:** Deliver a quality visitor experience that gains _____ to next actions with all qualified visitors.
4. **FOLLOW-THROUGH:** Follow-up to convert visitor commitments to action and _____ and report results.

5 Easy to Calculate Tradeshow Financial Performance Metrics

1. Benchmark Spending by Major Area
2. Cost Per Lead (CPL)
3. Cost Per Interaction (CPI)
4. Soft Dollar Return On Investment (S/ROI)
5. Hard Dollar Return On Investment (S/ROI)

Benchmark Spending by Major Area

| | |
|------------------------|---------|
| Exhibit Space | _____ % |
| Exhibit Design | _____ % |
| Show Services | _____ % |
| Travel & Entertainment | _____ % |
| Shipping | _____ % |
| Advertising/Promotions | _____ % |
| Other | _____ % |

Cost Per Interaction (CPI) Soft Dollar ROI Contribution

| | |
|--------------------------------|----------|
| Total Show Investment | \$ _____ |
| (divide) # Interactions | _____ |
| Cost Per Interaction | \$ _____ |
| Comparative (Field Sales Call) | \$596 |
| Less Cost Per Interaction | - _____ |
| CPI Savings | \$ _____ |
| Times # of interactions | x _____ |
| Soft dollar contribution | \$ _____ |

Hard Dollar ROI

| | |
|---------------------------------------|----------|
| Revenue traced back to show | \$ _____ |
| Less cost of sales (20% gross margin) | _____ |
| Gross Exhibit Profit | \$ _____ |
| Less Exhibiting Cost | - _____ |
| Net Exhibit Profit | _____ |

| | |
|------------------------------------|----------|
| Net Exhibit Profit | _____ |
| (Divided) by Exhibiting Investment | \$ _____ |
| | = _____ |
| (Multiply) by 100 | x 100 |
| Return-on-Investment | _____ % |

*This sample calculation is not a promise of a specific ROI, but simply an illustration of a method for calculating exhibiting ROI.