



## 6 Ways to Blow Your Trade Show Budget

### 1. Never Read the Exhibitor Manual

Yes, you pass it along to someone else to fill in and send out, but you don't know what is in the package. Do you know the drayage rate, the electrician rules, the shipping time frame? If you don't know, you are wasting your money because you do not know when you are paying fair value or being overcharged, when to complain legitimately, and when to shut up.

### 2. Wait Until Your Are There

It is called Floor Prices and these are your penalties for not thinking ahead. If it costs you \$100 to contract before the show when you fill out the forms in the Exhibitor Manual, it may cost you \$120-\$200 when you walk onto the floor and then decide - oh geez, now I want carpet cleaning, extra electrical or another service.

### 3. Do It Yourself

Think you can just build your exhibit yourself? Sorry the Fire Marshal says take it down. Note - fire codes are local to the exhibit city. Grab cute fabric, load the exhibit space with literature, etc.? See the Fire Marshal. Hang your own sign or lights? See the local unions or labor force. It will cost you floor prices - or taking down your whole exhibit if you don't know the rules of the show.

### 4. Send the Wrong Staff

The wrong staff will send the wrong message. Trade shows are unique and unless there is a clear definition of your purpose at the show, and you have matched the staff to your expectations and the expectations of attendees, it can be a big waste of money.

### 5. Ignore Pre-Show Promotion

Yeah, you know YOU will be at the show but have you told anyone else? How about your clients, prospects, folks you met at last year's show, folks you want to do business with? It is so much easier to attract attention before the event than after the show... so let them know you will be there and what you can do for them at the show, as well as after the show.

### 6. Misunderstand the Sales Process

What good is it to go through the whole trade show process and not know WHY you are doing so? Whether you are in the booth, the manager at the home office, the attendee or the final decision-maker - the question for everyone is - why and how should I give information and how does this lead to bottom line results? What are the steps in your sales process - because a lead negates the cold call process - so sales should be faster and friendlier.

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