



Maximize Your Display Investment -- Looking at Options

Everyone is concerned about the total cost of ownership for almost everything they buy these days. Exhibit properties (displays) are no exception. Studies show that 27% of a typical trade show budget is for non-productive expenses such as freight, labor & storage. We advocate redirecting some of these non-productive expenses to productive marketing investments by considering options such as these:

- Reducing freight costs by using lighter weight structures and graphics.
- Using flexible truss systems so that the structure becomes the architecture upon which you hang interchangeable graphics to economically and efficiently execute changes to your messages, themes and product information.
- Reducing your setup costs by using exhibit designs and structures that are easier to install and dismantle.
- Reducing your costs by taking advantage of pre-order discounts.
- Renting vs. buying if you only participate in two or three shows a year or exhibit overseas only once or twice a year.
- Consider the financial impact of budgeting your display structure as a capital or operational expense.

Use Your Exhibit Properties for Other Events

Most of us are in a rut. We are stuck in the status quo. We hate change and avoid it. In order to rise to the top and survive economic downturns, you need to think big. This doesn't mean investing more -- it means thinking differently.

Think about other ways that you can bring your story to your customers and prospects. As an example, non-traditional events extend your influence and expand your share of customer.

Ideas...

- Purposeful, focused hospitality events
- Private events with proprietary communications and demonstrations
- Stockholder meetings with department-manned exhibits
- Road shows to educate and inform your customers.

These types of events not only expand your organization's opportunity to communicate your messages in new ways but also expand the investment in all or part of your existing exhibition properties.

Source: Trade Shows -- Their Hidden Value, Marc Goldberg, CME, Marketech, Inc. and E. Jane Lorimer, CME, Lorimer Consulting Group