

Planning and Executing Pre-Show Logistics (Cont.)

Among the Ways to Cut Costs From Your Trade Show Budget

1. Avoid last minute purchase decisions.
2. Use reusable and modifiable materials and components in the booth design.
3. Employ standard size and colors of materials in booth design for least expensive replacement costs.
4. Make travel arrangements early. Take advantage of advance purchase fares.
5. Light-weight materials and consolidated booth designs that allow component nesting will reduce shipping costs.
6. After a show, don't ship the booth back to your home port. Instead, ship it directly to the next show on the schedule. Ship back only perishables or technical equipment that needs to be retested.
7. Whenever possible, arrange for installation and dismantle on weekdays during normal business hours. Labor costs double and triple in evening hours, on weekends and holidays. Arrive at the show at the earliest allowable time and begin the supervision of the booth during straight time labor cost periods. Overtime labor costs can exceed the costs of additional hotel and travel expenses.
8. Design and purchase graphics and collaterals that can at least partially be used for more than one show.
9. Understand the rules of the shows and any restrictions that may impact your plan. Unexpected surprises requiring last minute changes and improvisations are expensive.
10. Most shows offer reduced prices for support services when prepaid by a certain deadline in advance of the show.
11. On a long-term basis, estimate the difference between owning and shipping your own carpet and furnishings (and even the booth itself) versus renting. This depends on the frequency and magnitude of your exhibit schedule.
12. To save production and printing costs, use promotional materials and opportunities, if offered and provided by show management.
13. Keep careful records so that you can defend yourself when bills arrive after the show.
14. Do not use regular expensive literature; instead use special flyers.
15. If you exhibit often, calculate savings of buying and owning furnishings over renting it: plants, telephones. Save the cost of cleaning. Do it yourself.