



CHICAGO DENTAL SOCIETY™  
MIDWINTER MEETING

Competitive  
Edge   
"exhibiting excellence"

*Present*

# Tips & Tactics to Stretch Your Exhibiting Dollar & Save Money

## Participant Learning Objectives

1. Learn about recent CEIR research on where the exhibiting dollar goes
2. Review the complimentary downloadable exhibiting cost control tool
3. Learn best practices for saving money by major spend area
4. Hear your colleagues share their best money-saving secrets

## Tradeshows are a BIG Investment of Human and Financial Capital

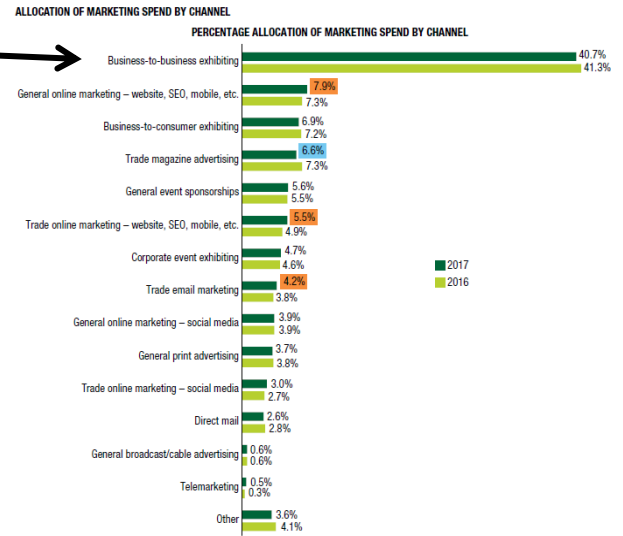
- ✓ Budgeting wisely and controlling costs are critical to executing an affordable, efficient and profitable exhibit.
- ✓ Follow this 4 step process to effectively budget, manage and control your exhibiting costs.

### Step 1: Benchmark Annual Exhibit Spend (Source: CEIR Marketing Spend Decision Report)

Average company spends 41% of annual marketing budget on tradeshows:



[www.ceir.org](http://www.ceir.org)



### Step 2: Use Tradeshow Budgeting Rule of Thumb for an Individual Show

➤ *Floor Space Cost x 3 to 5 = Total Show Budget*

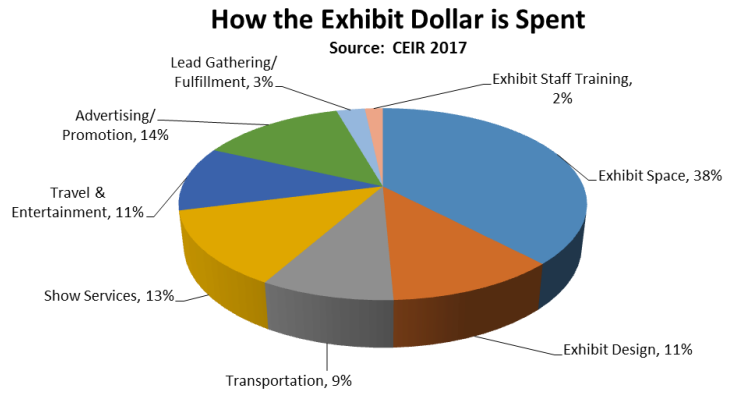
	<u>Example</u>	<u>Participant</u>
Floor Space Cost	\$3,700	\$ _____
x 3 to 5	<u>        x 3-5</u>	x _____
= Total Show Budget	\$11,100 to \$18,500	\$ _____

*When to increase?* Use x5 when in a big show, high competitive presence, more expensive convention city.

**Step 3a:** Track and Benchmark Individual Show Spend by Major Areas  
 (Source: CEIR 2017 How the Exhibit Dollar is Spent)



[www.ceir.org](http://www.ceir.org)



**Step 3b:** Leverage 4 Areas That Make the Biggest Difference in Results

1. Exhibit Design
2. Advertising/Promotion
3. Exhibit Staff Training
4. Lead Gathering/Fulfillment

**Step 3c:** Use Our FREE Exhibiting Cost Control Spreadsheet Tool



Item	This Show				This Show		This Year's		Average Cost %
	Budget	Actual	Difference	Difference %	Last Year	Actual	Budget As % of Total	Actual As % of Total	
<b>SPACE RENTAL</b>									
Booth Space	\$ -	\$ -	\$ -	0.0%	\$ -	-	0.0%	0.0%	
Hospitality Suite	-	-	-	0.0%	-	-	0.0%	0.0%	
Meeting Rooms	-	-	-	0.0%	-	-	0.0%	0.0%	
Other	-	-	-	0.0%	-	-	0.0%	0.0%	
<b>Subtotal</b>	-	-	-	0.0%	-	-	0.0%	0.0%	<b>39%</b>
<b>EXHIBIT DESIGN</b>									
Design	-	-	-	0.0%	-	-	0.0%	0.0%	
Construction	-	-	-	0.0%	-	-	0.0%	0.0%	
Refurbishing	-	-	-	0.0%	-	-	0.0%	0.0%	
Graphics	-	-	-	0.0%	-	-	0.0%	0.0%	
Packaging	-	-	-	0.0%	-	-	0.0%	0.0%	
Storage	-	-	-	0.0%	-	-	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	-	0.0%	0.0%	
Display Materials	-	-	-	0.0%	-	-	0.0%	0.0%	
Installation & Dismantle	-	-	-	0.0%	-	-	0.0%	0.0%	
Insurance	-	-	-	0.0%	-	-	0.0%	0.0%	
Other	-	-	-	0.0%	-	-	0.0%	0.0%	
<b>Subtotal</b>	-	-	-	0.0%	-	-	0.0%	0.0%	<b>11%</b>

#### Step 4: Control Costs and Save Money by Major Spend Area

##### Exhibit

- Use a lightweight easy to set-up exhibit
- Consider buying a pre-owned exhibit
- Consider renting an exhibit
- Compare prices to see if you can save money by buying vs renting furniture.

##### Graphics

- Design strategically – strive for 10-20% of show-specific messaging, re-use remaining graphics
- Consider a freelance designer and stock photos
- Price out graphics to local advertising or sign shops
- Shop material options – matte graphics panel vs. high gloss
- Switch to digital signage

##### Show Services

- Read exhibitor service kit. Pay careful attention and meet deadlines.
- Order booth accessories and services in advance.
- Bring your own carpet
- Bring your own plants
- Bring your own supplies, such as electrical tape, surge protectors, cleaning supplies, trash cans, etc.
- Double check invoices

##### Installation & Dismantle

- Number crates according to content, attach a diagram and include detailed construction instructions, along with electrical requirements and repacking instructions
- Skip the rigging, talk with your exhibit designer to see if you can use up lighting to illuminate your overhead elements
- Avoid weekends and overtime – try to negotiate with show management to install booth on a straight time, if possible

##### Promotion

- Take advantage of show advertising packages when available
- Order promotional items and giveaways well in advance to avoid rush fees and expensive shipping costs
- Print all your pre-show and at-show marketing materials at the same time to get quantity discounts
- Promote your participation using low-cost marketing methods, such as social media, your website, submitting press releases

##### Audit Invoices!

Common errors:

- Missed early bird discounts
- Incorrect multipliers, such as rate per hour for electrical, or straight vs. overtime rates for labor, or incorrect square footage of your exhibit
- Charges for supplies you brought yourself.

### Staffing & Travel

- Don't bring too many staffers – rule of thumb 1 staffer per 50 square feet (2 for 10x10 exhibit)
- Consider renting staff
- Bring your own snacks
- Reward frugality to encourage staffers to spend less, offer rebate to those who stay under their allotted per diem

### Transportation

- Ship lightweight materials to hotel vs convention center
- Consider scale models and A/C – if you have heavy products,
- Use double-duty components – some crates can be repurposed as desks/tables
- Store strategically – if you have multiple shows in the same city/region, store properties near that area
- If you do several shows, use the same freight carrier and negotiate volume discounts
- If you don't have enough stuff to fill a trailer, share the van with another local exhibitor.



[www.exhibitoronline.net](http://www.exhibitoronline.net)

## Working With the General Service Contractor & Labor

### MATERIAL HANDLING:

1. Have all shipping paperwork with you and available.
2. Consolidate boxes (200 lb minimum MH fee)
3. Palletize freight (crated is more economical vs loose boxes)
4. FedEx / UPS are considered special handling and are charged more than ground carriers
5. If shipping to warehouse, have it arrive before deadline to avoid late fees... receiving starts January 21 – February 8
  - After February 8 there is a surcharge
6. Provide outbound information prior to the show – will help expedite the paperwork on the outbound
7. Do NOT leave freight in booth at break of show without completing and handing in Freeman's MHA

## **Working With the General Service Contractor & Labor**

### **LABOR:**

1. Order in advance of the show!!!
2. Provide all information requested (work to be performed, estimated # of men needed)
3. Be aware that actual hours worked will be billed (with a minimum 1 hr)
4. CDS has three straight time labor days. Be aware of Straight Time (ST) / Overtime (OT) / Double Time (DT) categories

### **HELPFUL HINTS**

1. Visit website to order furnishings, carpet, electrical, and other services  
<https://www.freemanco.com/store/show/landing.jsp?nav=02&showID=463032&referer=s>
2. For lowest pricing, place your online orders by Monday, January 28th
3. Check out **Concierge Elite Services** to receive the following information at no additional cost by logging onto [www.freemanco.com](http://www.freemanco.com) from your smartphone or PC and you will receive notifications when:
  - Your show site shipments arrival
  - Your empty containers returned to your booth after meeting
  - Ask for service or assistance from anywhere
  - View your orders and freight shipments
  - Submit your outbound paperwork without making a trip to the service desk

## **Meet Early Order Deadlines to Save Money**

- 6 comp badges per 10x10 space rented - Additional booth personnel registration fees are tiered
- One complimentary lead retrieval license per exhibitor
- Telephone/Cable/Internet through McCormick Place – February 1st advance date
- Freeman:
  - Labor – Installation/Dismantle/Forklift/Rigging
  - Furniture, Carpeting, etc. (order online for additional discounts)
  - Electrical/Water/Drains/Gas

**Bonus Tip: Don't Bring Too Much Stuff!**

Determining Which Products to Bring and Demonstrate

New 	Addresses a Top-of-Mind Industry Issue, Need or Problem 
Bread and Butter Products 	

**What three actions will you take from this session?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**CDS Commitment to Exhibitor Education & Success**

- Exhibitor ROI Center road map:
  - Step 1. Download implementation tools and strategic planning exercises
  - Step 2. Do planning exercises around target dates
  - Step 3. Watch live and replay webinars to compete exercises
  - Step 4. Read exhibiting articles for additional ideas and insights
  - Step 5. Use “Ask the Tradeshow Experts” email Q&A for help



- Bookmark, Share and Access at:  
<http://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/exhibitor-roi-center>

## About Your Expert Presenter

### Jefferson Davis, President, Competitive Edge The Tradeshow Turnaround Expert™



Jefferson is President of Competitive Edge, a highly-specialized consulting and training firm on a mission to *inspire, lead* and *direct* businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

Jefferson is a results-focused, process-based, passionate visionary and creator of game changing exposition industry programs including: the acclaimed Tradeshow Turnaround Program, E3 Exhibiting Effectiveness Evaluation program, Exhibitor Success & ROI Center program.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshow appearances from "*expensive appearances*" to "*productive, profitable investments.*"

Over the course of 30 years of on the floor exhibiting experience, he's identified a clear set of empowering results-focused perspectives, and backed them up with specific, process-based strategic practices, his training and consulting services have helped clients generate over \$750,000,000 in combined results.

**No other tradeshow consulting or training firm can speak to results like this.**

Jefferson's client list read like a "who's, who" list in the exposition industry. Since 1991, he's been selected as the tradeshow expert of choice by over 270 Association and for-profit show organizers. He's a faculty member of EXHIBITOR Show. He's delivered over 500 live seminars and workshops, over 700 webinars reaching over 250,000 exhibitors, and his E3 team has evaluated over 18,500 exhibits in action.

Jefferson's corporate clients span almost every industry and have included industry leaders like Alcoa, AMX, Aramco Services Company, Assurant Property Services, BOC Gases, Brivo Systems, Corporate Express, Covidien, Doosan Portable Power, Egemin Automation, Enshu USA, Essilor, Heidelberg, Honeywell, Huber Technologies, Jungheinrich Lift Trucks/MCFA, McLanahan, McQuay International, Merial, Merz Aesthetics, Nestle-Purina, Ocean Mist Farms, Panasonic, Parker-Hannifin, PCCA, Reichert Ophthalmic, Scholle, SteelKing, Tennant Company, Tesco, Trelleborg Life Sciences and Wheel Systems, US Surgical, and many, many more.

**Jefferson is available on a limited basis to personally help companies implement the Tradeshow Turnaround philosophy and practices.**

**Call 800-700-6174 in the US or 704-814-7355 and visit  
[www.tradeshowturnaround.com](http://www.tradeshowturnaround.com)**