



LEAN EXHIBITING: 29 Ways to Get More Bang for Your Tradeshow Buck

By Jefferson Davis, Competitive Edge

When you compare the cost of putting a rep face-to-face with a customer or prospect in the field, to the cost at a tradeshow, tradeshows are still an extremely cost-effective channel – even in this economy. That being said, many exhibit managers are under pressure to do more with less. Below is a collection of 29 cost-savings practices in a checklist format. Cross out the ones you are using, put a checkmark by the ones you plan to use, and plan now to get more bang for your tradeshow buck.

1. Reuse, refurbish or extend the life of your exhibit
2. Evaluate renting versus owning your exhibit – you can save a lot here
3. Replace your exhibit with a lighter weight, easier to install and dismantle exhibit
4. Get distribution channel partners to invest in the show with you
5. Take advantage of all show vendor deadlines and discounts
6. Negotiate everything
7. Book travel early
8. Consolidate freight shipments
9. Avoid rush charges by planning ahead
10. Ship to the advance warehouse
11. Ship small, lightweight, carry-in items to the hotel
12. Store exhibit properties in your most exhibited show city
13. Negotiate volume shipping/freight contracts – go out to bid
14. Buy reusable crates
15. Have freight reweighed before return shipping
16. Right size your exhibit - a complex topic - call me at 800-700-6174
17. Evaluate the viability of a virtual product presentation
18. Send less people – only those who need to be there
19. Bring your own cleaning supplies
20. Bring your own trash cans and liners
21. Bring your own cordless vacuum
22. Bring your own surge suppressor power strips and flat extension cords
23. Send less literature – print on demand

24. Create a roommate lodging program
25. Dine with pre-set meals
26. Save money on giveaways by using them properly
27. Be sure all leads are followed up
28. Audit your post-show bills
29. Measure and report savings and ROI and you may not have to reduce costs after all

Jefferson Davis, president of Competitive Edge, is known as the "*Tradeshow Turnaround Artist*". Since 1991, his consulting and training services have helped clients improve their tradeshow performance and results to the tune of over \$500M. Mr. Davis is creator of the [TML Exhibitor Academy](#). He can be reached at 704- 814-7355 or Jefferson@tradeshowturnaround.com.