



Present

Exhibiting Cost Control

How to Save Money and Stretch Your Exhibiting Dollar

Participant Learning Objectives

1. Learn about recent CEIR research on where the exhibiting dollar goes.
2. Discover a 4-step process to budget, manage and control exhibiting costs.
3. Review the complimentary downloadable Exhibiting Cost Control Spreadsheet Tool.
4. Learn about ways to save money by major spend area.
5. Hear your colleagues share their best money-saving ideas.

Tradeshows are a BIG Investment of Human and Financial Capital

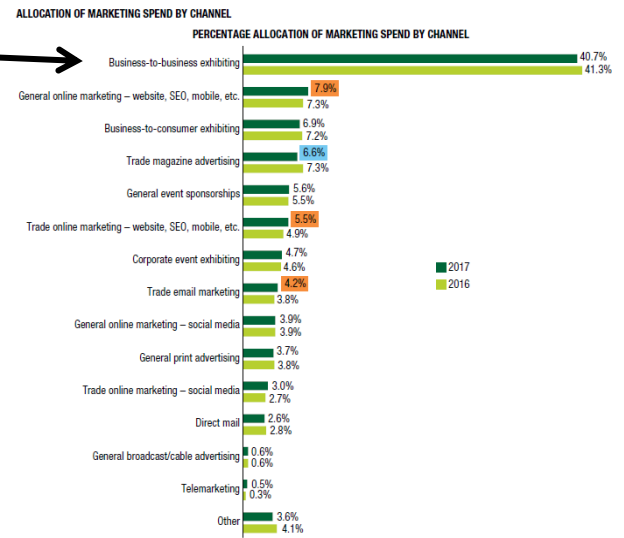
- ✓ Budgeting wisely and controlling costs are critical to executing an affordable, efficient and profitable exhibit.
- ✓ Follow this 4 step process to effectively budget, manage and control your exhibiting costs.

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



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

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

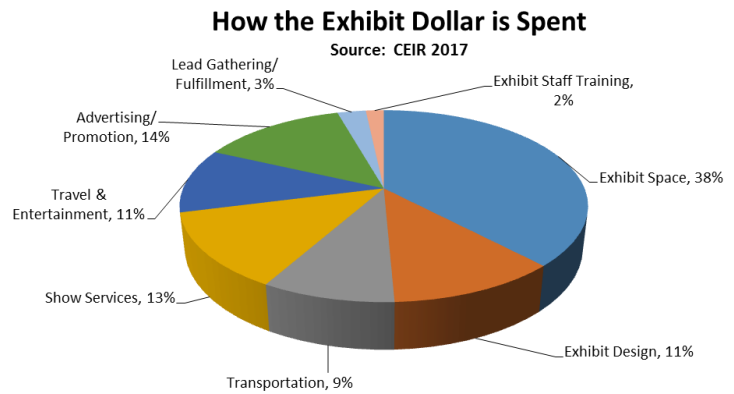
	<u>Example</u>	<u>Participant</u>
Floor Space Cost	\$3,700	\$ _____
x 3 to 5	<u> x 3-5</u>	x _____
= Total Show Budget	\$11,100 to \$18,500	\$ _____

When to increase? Use x5 when in a big show, high competitive presence, and/or an expensive convention city.

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



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

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

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

FREE Exhibit Budgeting & Cost Control Tool available online at the ShowPro Exhibitor Success & ROI Center web page.

Item	Budget	Actual	This Year Difference	Difference %	This Show Last Year Actual	This Year's Budget As % of Total Cost	This Year's Actual As % of Total Cost	Average Cost % Benchmark
SPACE RENTAL:								
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%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	38%
EXHIBIT DESIGN:								
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%	
Subtotal	-	-	-	0.0%	-	0.0%	0.0%	11%

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 to save money and hassle.
- Bring your own supplies, such as compliant electrical strips and cords, tape, vacuum, cleaning supplies, trash cans, etc.
- Some decorators will allow you to provide carpet padding and will only charge for install labor.
- Double check all invoices.

Installation & Dismantle

- Number crates according to content, attach a diagram and include detailed construction instructions, along with electrical requirements and repacking instructions.
- Rigging should be scheduled based on linear feet instead of labor hour to avoid OT rates.
- Maybe skip rigging, buy a telescoping top sign, see if you can use up lighting to illuminate overhead elements.
- Be sure to set-up booth during assigned dates and times. If you need additional set-up time, contact show management in advance.

Promotion

- Take advantage of show advertising packages when available
- Don't bring too many giveaways or samples.
- 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:

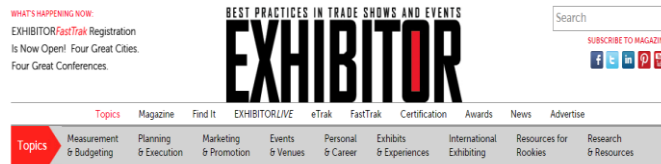
- Missed early bird discounts
- Incorrect multipliers, such as rate per hour for electrical, or straight vs. overtime rates for labor, or incorrect square footage of your exhibit
- Charges for supplies you brought yourself.

Staffing & Travel

- Don't bring too many staffers – rule of thumb 1 staffer per 50 square feet (2 for 10x10 exhibit)
- Consider renting local staff to save on travel.
- 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, small UPS/FedEx to hotel vs convention center (check receiving rates)
- Consider scale models and A/V – 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, look into sharing a van with another local exhibitor.



www.exhibitoronline.net

Notes - Money Saving Ideas from Webinar Participants

Saving Money With the General Service Contractor & Labor

MATERIAL HANDLING:

1. Have all _____ paperwork with you and available.
2. Consolidate boxes.
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.
6. Provide outbound information prior to the show – will help expedite the paperwork on the outbound.
7. Look into the MH+ Program with GES to save money and provide options for cost certainty on material handling.
 - No outbound overtime
 - Lower machinery material handling rates
 - Optional flat rate material handling for direct crated display material - \$6.85/sq.ft for MODEX 2020. (With this option, you can ship as much as you want for a flat fee based on booth size rather than weight.)
 - <https://www.modexshow.com/exhibitors/mh-plus-program.aspx>

MH+ Program Example:

- 30’x30’ Booth

Shipment includes a large amount of display material as well as equipment. (Shipping the same booth for 2018 and 2020).

Show:	2018	2020
Outbound Overtime	\$1,850.00	\$0
Direct Machinery Material Handling (based on weight per sliding scale for cost)	22,000 pounds x \$37.00/cwt = \$8,140.00	22,000 pounds x \$31.50/cwt = \$6,930.00
		\$6,378.75 SAVINGS
Direct Display Material Handling	(based on weight) 13,500 pounds x \$70.25/cwt = \$9,483.75	(opt into NSF package at \$6.85/nsf) 900nsf x \$6.85 = \$6,165.00
Total Cost	\$19,473.75	\$13,095.00

Saving Money 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 _____ hours worked will be billed (typical _____ hours).
4. Be aware of Straight Time (ST) / Overtime (OT) / Double Time (DT) categories.

Bonus Tip: Don't Bring Too Much Stuff!

Determining Which Products to Bring and Demonstrate



What three actions will you take from this session?

1. _____
2. _____
3. _____

MHI Commitment to Exhibitor Value, Knowledge & Success

- ShowPro Exhibitor Success and ROI Center road map:

- Step 1. Download planning and implementation tools
- Step 2. Schedule and complete strategic planning exercises at target timeframes
- Step 3. Watch live and on-demand webinars
- Step 4. Read exhibiting articles for insights and ideas
- Step 5. Ask Our Team of Tradeshow Experts email Q&A for help



- Bookmark, Share with your team and Access at:

- <https://www.modexshow.com/showpro/>

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity 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.

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

**Jefferson is available 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**