

Get More for Your Money

Below is a collection of **cost-savings practices** to help you get more for your money. Plan now to get more bang for your tradeshow buck.

- ☐ Reuse, refurbish or extend the life of your exhibit
- ☐ Bring your own re-usable flooring (think interlocking foam puzzle flooring)
- ☐ Bring your own cordless vacuum
- ☐ Bring your own surge suppressor power strips and flat extension cords
- ☐ Ship small, lightweight, carry in items to the hotel
- ☐ Ship to the advance warehouse
- ☐ Take advantage of all show vendor order deadlines and discounts (furnishings, shipping, lead retrieval, electrical, signage, registration, hotel rooms, etc)
- ☐ Evaluate renting versus owning your exhibit - you can save a lot here
- ☐ Replace your exhibit with a lighter weight, easier to install and dismantle exhibit
- ☐ Get distribution channel partners to invest in the show with you
- ☐ Negotiate everything
- ☐ Book travel early
- ☐ Consolidate freight shipments
- ☐ Avoid rush charges by planning ahead
- ☐ Negotiate volume shipping/freight contracts - go out to bid
- ☐ Buy reusable crates
- ☐ Evaluate the viability of a virtual product presentation
- ☐ Send less literature - print on demand
- ☐ Save money on giveaways by using them properly
- ☐ Be sure all leads are followed up
- ☐ Audit your post-show bills