

Exhibitor Guide for Selecting Quality Consumer Shows

As experienced event producers we are a good resource as you select and review other consumer shows. Please call us if you are looking for other quality shows: ph 541-484-9247.

First, you want to determine you are buying from a reputable event producer.

- Is the person calling you an employee of the company that owns the show, or a responsible employee that will be present at the actual show?
- Who is the owner of the company? Local is often better, and more accountable.
- What other shows does that manager manage? Note: If it's tens of shows, ask how much time they are devoting to the show you are considering.
- How long have they been in business? Look for a track record of successful shows.
- How many shows have they produced, and where? Can they supply references from facilities and their exhibitors?
- If the event producer isn't established, call the host facility to verify that the dates for the event have been contracted for with a paid deposit. Verify that the event supplied a certificate of insurance.
- Does the event producer maintain memberships in industry trade associations? Berg Productions belongs to: Home & Garden Show Executives, National Association of Consumer Shows, Eugene Chamber of Commerce, and Lane County Home Builders Association.

Check out their web site. Concentrate on the content, not how nice it looks.

- Is the name of the company owner, and/or the show manager listed? Does it give you the ability to contact them directly?
- Are the photographs taken at their shows, or simply purchased photography?
- Is there a separate site, or page, for the show you are thinking about exhibiting in?
- Does the website list the features and seminars at the show, or is it general information?
- Does the website list the participating companies? This is important not only for seeing who exhibits in these shows but to assess their quality as well.

Find out about the show.

- Has it ever taken place in your city before?
- Unless the producers has successfully produced many events, we suggest you actually attend 1st year shows prior to signing up.
- What other companies plan to exhibit? Ask for a current list of confirmed companies. Advice here is to trust, but verify if you have never attended the show. You can call companies you know, or even ones you don't, and find out if they are really signed up. Hint: If they are signed up, ask how much they are paying for the space. Many new shows will discount space to get exhibitors. If you are going to exhibit, you need to make sure you are getting the same deal everyone else is.
- If the show is offering unpublished discounts it is a bad sign. That means they can't sell their space at the published rate card. Quality shows never discount... but if you plan to exhibit a new show ask other exhibitors what they paid for the space. Be sure you are getting the same deal everyone else is.
- What will be happening there? There are two types of shows. One type consists of exhibits only. The second has exhibits, and supports those exhibitors with activities to create excitement and media attention. Those activities can include gardens, celebrity guests, homeowner workshops, giveaways, feature areas, and special focused events.
- Who is involved? It is a good sign if the leaders in your industry are exhibiting each year.
- Ask for media, sponsor and trade associations references if not supplied in sales brochures.
- Look at the floor plan. Count the number of booths and compare it to other shows you know. Again caution – just because they have 200 booths on the floor plan, does not mean they will sell them all.
- How do they plan to promote the show? If not published in the sales brochure, ask what media they will buy to support the exhibitors. Ask how many ads will be run in various media formats. If you have previously seen a show promoted ask if they are making changes to the media buy or promotions. Remember that they can promise anything, but if they are having trouble answering your questions, they probably haven't done their homework.
- How many people will be there? Although a professional show producer will have a good guess of how many people normally come, attendance should never be guaranteed. If a show producer GUARANTEES an attendance figure, beware.
- Ask about the show security. Do they have overnight security or fire watch? Will they guard the exits during the move-in and out? Do they have onsite staffers to address your security concerns?

Red Flags:

- A deal, or sudden discounts, on exhibit space.
- Holding space without deposits, or timely exhibitor payments.
- Too many promises.
- Lack of information in a timely manner.

Inclusive Services vs Hidden Costs:

If you do decide the show makes sense for you, make sure to find out what other costs are involved. They can include:

- Cost of Electricity, if needed. Berg Productions supplies one FREE 500 watt Electrical Outlet per 10x10.
- Cost of Internet, if needed. The Lane Events Center will supply FREE Wi-Fi in the Convention Center. At this time the Expo Halls do not have Wi-Fi available.
- Cost of Forklift Service, if needed. Berg Productions supplies FREE Forklift service during scheduled hours of move-in and move-out.
- Cost Drayage: Receiving & Storage of Shipments if needed. Berg Productions will sign for and store exhibitor shipments with advance planning without a storage charge.
- Cost of Vendor and Attendee Parking. Our shows offer FREE Parking to vendors and attendees.
- Labor (if union facility, you may have to pay union labor to move in and set up). Our events are held in facilities that allow exhibitors to set up their own exhibit.
- Tickets (do you get free ones with your exhibit?). Our shows are all FREE Admission for all.
- Multiple Directory Listings, if needed. Berg Productions supplies all exhibitors with up to 3 FREE Directory Listings.

Shows are an excellent way to promote your business. We always suggest you select quality shows produced by reputable event producers with a proven track record.