

*10 QUESTIONS TO ASK THE SHOW PRODUCER! BEFORE YOU GIVE THEM YOUR CHECK. . .

- ❑ 1. Will they allow you to visit the show first to evaluate it for future participation? Or, are they trying to 'hard sell' you right now for their show? If they don't want you to see the show first, what are they hiding? (If you do visit, remember that the exhibitors are there to sell *their* products. You are there to *see* the show. (*You are not there to interrupt, network or solicit vendors or attendees.*)
- ❑ 2. What guarantee will they give that you will not be next to a competitor?
- ❑ 3. Are they offering you an exclusive? If they promised that you will be the only one of your type, what guarantee do they offer? Will they put it in writing? If they promise you'll be the only one, and there turns out to be more, what will they do about that? (*Note: most quality shows, or experienced producers rarely offer exclusives, but many quality shows do have limits on some categories.*)
- ❑ 4. Where do they usually advertise? How and where did they advertise their last show? Can that be verified?
- ❑ 5. How many verifiable attendees will you see for the dollars spent? (Cost per attendee) Is it hopeful speculation or based on a track record? How many of the attendees are your target market? I.E., for corporate shows, you're looking for the decision maker. For Bridal Shows, you're looking for the bride, groom or parents.
- ❑ 6. Will they let you select your booth space location? How far in advance will you know your booth space location? Is that final or do they double book spaces or move exhibitors at the last minute. Many show producers wait until just before the show, to assign spaces. *Ask about their policy in advance so you'll know what to expect!*
- ❑ 7. What type of backdrops are provided? Are they industry standard? (Industry standard is 8 feet and fireproof.) If not provided, do they provide a resource for you to rent the backdrops, or are you 'on your own'? *If backdrops or tables are not included in the price of your exhibit, be sure to add the additional cost to your show budget.*
- ❑ 8. Do they follow all of the fire codes and permit laws and *require exhibitors to do the same*? If not, there is a danger that the Fire Marshal will not allow the show to open, or can hold up the opening until safety defects are corrected. The worst case scenario could be a major disaster such as a fire. Producers with integrity, (even new ones) will do their homework to learn the codes, laws, and permit processes that will protect the safety of their vendors and the attendees.
- ❑ 9. Have they produced shows before? If so, how many? The more *years* of experience, the better. How many of their exhibitors return year after year? In a well run show, the 'behind-the-scenes' work is not obvious to the exhibitor. Just like a talented ice skater or football quarter-back, the pros make it look easy! New producers often don't realize that there is much more involved in being a *responsible* show producer than just renting a building and selling booths!
- ❑ 10. Are they members of professional trade show organizations: National Association of Consumer Shows, International Association for Exhibition & Events (IAEE), Bridal Show Producers International (BSPI), etc.? Do they regularly attend educational conferences related to producing shows? **The conference should be related to show producing**, not just the general industry. Just as professional photographers, videographers, and other professionals have national associations, show producers should attend educational conferences and seminars to increase their knowledge of trends, laws, etc.

- **Different shows deliver different audiences.**
- **You should exhibit where the audience corresponds to your expertise, services and price points.**

**Not every show is right for every vendor, and not every vendor is right for every show!
Spend some time and effort researching the *right show for your company* before you sign the contract!**

*10 main points with validating questions.