



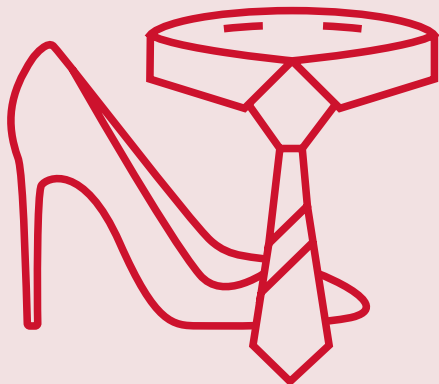
Eight ways to cut costs

1. Graphics & Design

Be absolutely clear when briefing your graphic designer about what the message is you need to get across in the graphical design of your marketing materials – unplanned design costs can adversely affect your budget.

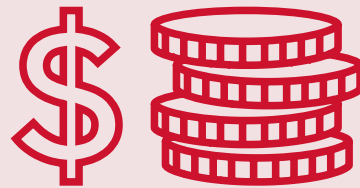
2. Dress Codes

Either make 'business attire' your standard clothing to wear, or have an exhibition "uniform" consisting of a branded shirt / tie / blouse / other, with appropriate footwear each day.



3. Stick to a schedule

Get the appropriate people to sign off on all materials as early as possible to avoid rush-order fees and overnight delivery charges.



4. Staff Costs

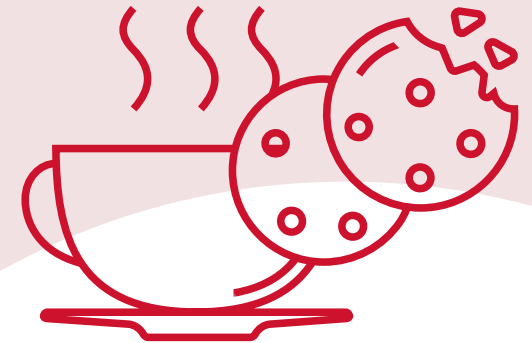
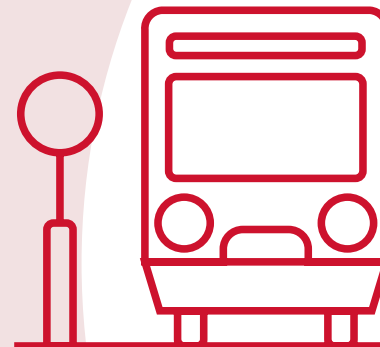
Book accommodation ahead and double up staff in rooms. Seasoned exhibitors who are well practiced will block book hotel rooms as soon as the dates of the show have been released. Make sure to check cancellation policies but there is usually plenty of time without incurring unnecessary costs. Or book a serviced apartment using AirBnB, which may be more affordable than staying in a hotel, make sure it's in a convenient location though as this could impact transport costs.

5. Promotions

Work within an existing advertising campaign. Instead of reinventing the wheel, use artwork from a current promotion and stock photos rather than engaging a photographer for a new photo shoot.

6. Transport

Depending on the size of your team, hire a team bus or car to travel to and from the trade show to avoid large fares and time spent waiting for taxis. Get the appropriate people to sign off on all materials as early as possible to avoid rush-order fees and overnight delivery charges.



7. Refreshments

Allocate a day rate for refreshments for you and each member of your team.

8. Stand Assets

Make sure your stand is flexible enough to suit your needs. Will you be reusing it, hiring or owning equipment and furniture to dress it and using fixed or mobile technology or printed materials to display information.

Does it suit your purpose, create an experience worth remembering for prospects and is it within your budget?

Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at www.etf.com.au

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

Exhibitions & Trade Fairs has been creating and delivering award winning exhibitions and conferences since the 1970s. Around Australia and across the world. B2B and B2C. Large and small.

Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.