

8 Ways to Cut Costs or Conserve Cash

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.



5. 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.

2. 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.



6. 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.



3. 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.



4. 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?

