



"Reducing discounting your exhibition space!"

Discounting is the bane of all our lives and simply put, the more discount we offer the more space we have to sell somewhere else! Unfortunately in this day and age the norm is for exhibitors to look for more discount yearly so it's crucial we all keep our rates as high as possible. The culture in exhibitions is to look for discount but this impacts on all areas of the business so less is more! Let us work with you to :

1. Look at alternatives to discounting
2. How to hold your bottom line
3. Trade the discount don't just give it away
4. How to sell the show not the price
5. Understand the real impact of discounting