

# Tradeshaw Tip Sheet

This month: Surviving on the Road

- > 1865 Beach Ave NE
- > Salem, OR 97301
- > 503-371-9411
- > Fax: 503-371-9402
- > [www.interpexhibits.com](http://www.interpexhibits.com)
- > [info@interpexhibits.com](mailto:info@interpexhibits.com)
- > Editor: Tim Patterson

## The Road Warrior

Tradeshaws are exciting, exhausting, trying, interesting, chaotic, long, boring, engaging. And more. Much more. To many people, they are to be avoided at all costs. To others, it's a welcome relief from the office and an exciting way to engage with clients and prospects.

But to almost everyone, it means a road trip. Unless the show happens to be in your town, you'll be traveling to a different city. Chances are if you've traveled to even a few tradeshaws, you have your own 'sanity list' to help you manage the demands of the road. We thought it would be fun to throw in some ideas we've picked up over time and share them with you in this issue of the Trade Show Tip Sheet.

If you have a group going to the show, print up a few copies and pass them around. Get some feedback, have the rest of your trade-show team offer their own suggestions on how to make the road trip go smoothly, keep their brains about them, and bring back more business.



## Keeping Costs Low

Yeah, most of the costs of going on the trade-show are on the company's dime, but the more you can save the company money, the better you position yourself to get that long-awaited raise, right? So if you think about ways to save bucks on the road, you'll be doing yourself a favor.

**Car Rental:** Go for the compact unless you need a larger car to haul several people or a bunch of tradeshow things. Reserve a car a few weeks ahead of time through [Hotwire.com](http://Hotwire.com) or a similar service – it ensures you get a car while others may have to wait. And if the car rental clerk tells you that your size car is not available and asks if you would like to upgrade, keep quiet and see what they offer. By doing that once I was driving a brand new Mitsubishi Eclipse ragtop – for the same price as the compact. **Fuel:** Make sure the car has a full tank, and return it with a full tank to avoid premium charges. **Insurance:** If your company covers your car rental, decline the

extra insurance.

**Hotels:** It may be cheaper to stay further away from the convention center than at a convention-related place. Those savings may be offset, though, by shuttle or cab costs. And a convention-related hotel usually offers a free shuttle.

**Shipping:** When shipping small parcels (as opposed to your large booth crates), don't ship them to the convention center where they will likely charge you a fee. Instead, send it to your hotel where it's likely to be accepted and passed on to you at no extra charge.



Need a rental car? Reserve it ahead of time to ensure that there will actually be one there for you!



**Who's on our latest tradeshow podcast?**

Find out today at [interpexhibits.com/podcast](http://interpexhibits.com/podcast)

If you can grab a workout or a soak in the hotel do it. You'll be glad for the change of pace and how it makes you feel!

## Ya Gotta Eat!

Restaurant food is notorious for being packed with sodium, fat and cholesterol. You know, the things that are bad for you. It's so easy to 'let go' on the road and eat the high-fat dishes, and it takes more than a little discipline to stick to stuff that's actually good for you (or at least not so bad). When checking in at your hotel, instead of asking 'where's a good place to eat?' (they'll usually suggest the hotel restaurant which is often quite expensive), say 'I'm looking for a quick bite to eat. Where do you go for something quick and cheap?'

Before you head for the plane, stop at your local grocery store and grab some fruit (fresh and dried), energy bars, nuts and perhaps a few other snacks to indulge in. This makes it easy to snack on the plane instead of paying for a sandwich or meal, and it gives you some late-night munchies at your hotel. If you work it right, it might also keep you from



eating out three times a day and save you a few bucks in your per diem expense!

Once you've checked into your hotel, ask for the location of the nearest pharmacy. If it's within walking distance, this is usually a great place to pick up cheap bottled water and snack items.

## Sleep-Walking and Staying Fit

**Your Body:** It goes without saying that if your hotel has a workout area you should use it. If nothing else, go for a swim or soak in the hot tub. After standing and walking all day at a tradeshow, the first thing you'll want to do is take a load off. But it's also important to stretch your body and work it a little after staying in an upright position all day. Try a little yoga or 5 minutes of calisthenics in your hotel room each morning and night to shake off the cobwebs.

**After Show Partying?** Hey, you know what you can handle. Don't overdo it – you know your limits! Suf-

fice it to say that being away from home in a big city while you're working is not the time to see how late you can stay up or how much you can drink.

**Clothing:** Of course you want to look nice and feel good. Hopefully your company is supplying either a dress code or company clothing if you're working the booth. If you're just attending, dress comfortably but casually. This is NOT the time to wear new shoes that haven't been broken in!

## Bottom Line—There's More!

Traveling is a way of life for millions of people from truck drivers and salesman to rock stars and sports stars. Those that are on the road constantly know the routine. If you only travel a few times a year for your company, or if traveling for your job is new to you, it might take awhile to learn what works for you and what doesn't. These suggestions are taken from folks who have been there, done that.

Anything you can do to make the road more comfortable – to make your body feel at home – is worth looking at. It all boils down to simple advice from Mom: don't over do it. Take care of yourself. Be good to yourself. Take a book for the down times in the airport or hotel room. And make notes for what works so you can remember to do it next time!