

# TEN EASY WAYS TO HAVE FUN ON THE ROAD

Why do we work? To make money so we can do everything else in life – remember? If you've forgotten what should be the better half of your life, read on and try to enjoy yourself before it's too late.

1. Find a bar, pub, tavern, or coffee house that you love and hang out. When you're on the road, no one knows you so try your hand at acting!
2. Search out great music – look on [www.pollstar.com](http://www.pollstar.com) for big names or search your event city for specific genres (blues, folk, poetry, classical). There is nothing worse than finding out you missed a great concert the day after it happened.
3. Hook up with friends. Where are your college, high school, and past job acquaintances? Chances are they are all over the US and you could catch up over dinner, walk in the park, or local tour.
4. Reduce the variables – create exhibit packages for your sales team to select from. Put all your packages, graphics, giveaways, and literature on an internal website where they can choose from SIMPLE menus. Don't let others make your job more difficult than it has to be. You are in charge!
5. Find a friend – peer, exhibitor appointed contractor, supplier, show management staff, etc. Get to know somebody at your events so you can ask for help, directions, local resources, commiserate, or to have dinner and drinks with when the day is done.
6. Search out Birds of a Feather groups. The web is full of groups for every interest – find yours and you'll be surprised at how many will organize a group event or meeting when you come to town. Mine is cigars and I have made many friends worldwide through the online community and visits.
7. Catch a movie – you never have time at home, now you can see a movie any time of day or night without trying to pick one someone else will enjoy. Weekday matinees are usually empty so you can sit alone in the very center.
8. Relax in the hot tub, bubble bath, sauna, or pool. Listen to music, read a book, and really relax until you're a complete prune. Take your time and remember to stay hydrated with your favorite beverage! The recharge with a little exercise before going back to the grind.
9. Indulge in the arts. Find local history, architecture, museums, and rare book stores. There is something for you to discover even in small towns.

10. Shop – but remember if you actually buy something you have to fit it in your luggage or exhibit crates! And don't confuse your corporate credit card with your personal card...

I know – most of us have little time on the road as we are in charge of EVERYTHING. But take some time, go early, stay a day later and make some time for yourself. You are Number One – if you don't take care of yourself physically and mentally, you won't be there for your employer or your family

Bob Thomas, CME is Founder and President of Exhibit and Event Management – an exhibit management and consulting company based in Columbus Ohio. He is also Past Chairman of the Board of Directors for the Trade Show Exhibitors Association and has been managing trade show and marketing exhibits for more than 25 years.

Bob Thomas, CME  
Exhibit and Event Management  
3227 Mountview Road  
Columbus OH 43221  
614.395.3341  
[BobThomas@ExhibitManagement.com](mailto:BobThomas@ExhibitManagement.com)