

Planning and Executing Pre-Show Logistics (Cont.)

How Much Does It Really Cost? (Cont.)

Exhibit Structure and Graphics

The costs for inexpensive backwall portable booths and booth systems, including graphics, range from \$1,500 to \$3,000 for each ten foot display. This price would increase with addition of carpeting, counters, lighting, shelving, literature pedestals and other components.

The costs for custom designed backwall booths range from \$8,000 to \$15,000 for each ten foot length. This range would be effected by inclusion, quality and quantity of carpeting, counters, lighting, shelving, literature pedestals and other components.

If your company already owns a booth, figure on refurbishing and modifications costs.

Installation and Dismantling

Consult the exhibit manual for per man hour cost. The cost of labor for carpenters who construct and install your ranges from \$16 to \$50 with an average set at \$35. Double the rate for overtime, evenings, Sundays and holidays. Calculating the time is not an exact science. Base your estimate of time on past experience and from your observations in connection with the construction of a new booth design. Then double that figure. You may be required to hire union personnel, depending on the labor laws where you are exhibiting. Safety laws require contracting for union electricians.

Other Show Services

You may choose to rent carpeting, furniture, phones and plants. Your show manual will provide you with figures.

Advertising and Special Events

Use as many of the show promotional materials as possible. More about this in Section 3.

Special Events

Sales meetings, training seminars may not be appropriate in the trade show budget, but hospitality functions may be.

Contingencies

Add 10 percent to the total estimate.