

FABRIC SAVINGS MATRIX Tension Fabric vs. Wood Laminate (20x20 Exhibit)

CITY	LABOR-WOOD	LABOR-FABRIC	DRAYAGE-WOOD	DRAYAGE-FABRIC	SHIPPING-WOOD	SHIPPING-FABRIC	FABRIC SAVING
Chicago	\$4,339	\$3,891	\$3,779	\$827	\$1,322	\$673	\$4,049
Atlanta	\$3,190	\$2,695	\$2,853	\$624	\$1,659	\$792	\$3,591
San Francisco	\$4,785	\$4,042	\$4,652	\$1,018	\$3,879	\$995	\$7,261
Las Vegas	\$3,649	\$3,280	\$3,720	\$814	\$3,071	\$855	\$5,491
New Orleans	\$3,330	\$2,814	\$3,077	\$673	\$1,820	\$681	\$4,059

ADDITIONAL COST SAVING AREAS

				One-Year Fabric Savings	\$24,451
Storage Costs/Year	Wood: 8 Crates \$2,580	Fabric: 2 Crates \$645		One-Year Storage Savings	\$1,935
Warehouse In/Out Costs	Wood: 8 Crates \$3,600	Fabric: 2 Crates \$900		One-Year Warehouse Savings	\$2,700
				Total One-Year Savings*	\$29,086
				Three-Year Booth-Life Savings	\$87,258

Cost of Ownership Matrix: Wood Laminate Crated Exhibit Vs. Crated Manufactured Fabric Solution

20x20 Booth: Average Complexity of Design, Five Shows Per Year, Booth Based in St. Louis

Initial Purchase Price: \$60,000 (Industry average cost at \$150/sq.ft.) for either booth.

Notes: Labor and Drayage are straight time; Labor includes installation and dismantle; Drayage factored as advanced ship to GSC. Fabric booth is based on being shipped in two crates, weighing 1,400 lbs.; wood laminate booth of the same design ships in eight crates and weighs 6,400 lbs. Fabric booth crates contain all elements of the booth and lighting in one and a wood laminate counter in the second. Storage costs are based on \$0.21/cu.ft./month. Warehouse in/out costs are based on \$45/crate in and \$45/crate out.

*Assumes five shows.

Sources: Labor and Drayage: Trade Show Week Survey of US and Canadian Labor Rates
Shipping: United Van Lines, Trade Show Div. (Legacy Transportation Systems)