

LINE-ITEM COST ANALYSIS FOR A 10-BY-10-FOOT EXHIBIT

Task/Item	Total Cost/Year for 10 Shows
DESIGN/FABRICATION	
Technical drawings/setup drawings/CNC programming	\$1,200
Exhibit design	\$1,350
Project management (typical estimate of fabrication, material ordering, client interaction, and internal project coordination)	\$1,000
Fabrication of display components and crates	\$5,500
Carpet and pad	\$700
Exhibit preview (includes setup and dismantle for pre-use viewing)	\$950
Graphics (includes pre-flight time and coordination for two double-sided mural graphics, along with one set of dimensional letters)	\$2,850
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SUBTOTAL	\$13,550
PRE-SHOW PREPARATION	
Technical drawings/setup drawings	\$1,000
Project management (typical estimate of show services, pull/prep, client interaction, and internal coordination of project)	\$2,120
Gang-box supplies	\$500
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SUBTOTAL	\$3,620
MANAGEMENT	
Storage (per year/cubic foot, minimum charge for small exhibits)	\$600
Maintenance (yearly replacement parts, cleaning, minor refurb, etc.)	\$500 - \$1,000
Graphics changes (includes pre-flight time and coordination for reproducing all graphics once a year to accommodate company or product changes)	\$3,200
Return inspections (includes opening crates, inspecting for any visible damage, and returning to storage)	\$2,500
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SUBTOTAL	\$6,800 - \$7,300

ELECTRICAL/AUDIOVISUAL

Lighting (purchase of three light fixtures and replacement of bulbs for each show)	\$650 - \$700
Sound system rental (wireless microphone, two speakers, four-channel mixer)	\$1,000
Computer purchase	\$2,500
Plasma/LCD purchase	\$5,000
Lead-scanner rental	\$3,000
Internet connection	\$12,000
Electrical connection (one 1,000-watt drop)	\$2,500 - \$3,000
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SUBTOTAL	\$26,650 - \$27,200

LOGISTICS

Floor space	\$23,490 - \$25,000
Transportation (average roundtrip of 3,000 miles)	\$10,000 - \$15,000
Drayage	\$15,500
Show supervision (working supervisor)	\$3,000 - \$4,000
I&D (two men, six hours installation and three hours dismantle; includes I&D equipment rental)	\$9,900 - \$11,000
Booth Cleaning	\$1,200
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SUBTOTAL	\$63,090 - \$71,700

MISCELLANEOUS

Literature stand and furniture rental (two bar stools)	\$2,500
Attendee refreshments (coffee/water service purchased from show management)	\$5,000
Staff apparel (includes nine shirts for three people and nine replacement shirts halfway through the year)	\$750 - \$1,000
Floral	\$500 - \$1,000
Off-floor storage	\$3,000
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SUBTOTAL	\$11,750 - \$12,500

TOTAL ANNUAL COST OF OWNERSHIP **\$125,460 - \$135,870**