

## **How much should I expect to spend on designing and fabricating a booth?**

In some cases, the sky is the limit! However for most companies strong return on investment can be achieved at very reasonable prices. Companies such as Boothster.com have succeeded in keeping overhead low and are therefore able to offer exceptional prices. Here are some general guidelines:

### **KITS** (standardized, non custom)

Tabletops: \$300-1000 plus graphics

10x10 pop ups: \$2600-5000

10x10 portables \$5000-15,000

20x20 and larger \$100-200 per square foot and higher

### **CUSTOM** (including design)

10x10 \$5000-20,000

10x20 \$15,000-35,000

20x20 \$20,000-\$50,000

### **DESIGN PHASE 1** (to kick start your project)

10x10 \$699

10x20 \$699

20x20 \$1499

Graphic design is \$75 per hour.

Additional hours billed at \$75 per hour.

### **LOGISTICS**

Shipping: best price x 10% mark up.

Show services such as electrical, labor, drayage: 20% markup.

Storage: \$30 per month per crate

Receive in/Load Out: \$30 per crate

Set up online management system: \$199

Labor for repairs: \$50 per hour.

An exhibit design and fabrication company approaches building a trade show booth like an architect approaches building a house. Like an architect, an exhibit designer must design within a given budget to ensure a realistic vision is created. If there is no budget; then it's possible that the exhibit designer would design a \$500,000 booth. If you learn your design and fabrication budget is only \$125,000, then time and money has been wasted on both sides!

The best approach is to determine a budget and communicate it to the exhibit design and fabrication company along with the goals of your trade show program.

Another key factor in the process is establishing what your environmental impact is. Choosing eco friendly or green materials does not have to be too expensive. Furthermore, it does not have to look too "hippy". Boothster.com is the company to talk to about green booths.

### **It's important to consider the following factors (that establish your goals) when determining your exhibit design and fabrication budget:**

What are the goals of the trade show(s)?

- Making sales on the show floor?

- Developing sales leads at the show?
- Launching a new product?
- Making notable, branded presence at the trade show?

What are your marketing needs?

- What is the message you need to communicate?
- Do you have strong name/logo recognition already?
- Are you a start-up trying to make a name for yourself?

What are the functional needs of the booth?

- Do you need seating? Video?
- What are your display requirements? Shelves, etc.
- Do you need the booth to be easily assembled and packed?
- Does the booth need to be modular for other sized floor layouts?
- What are your staff needs?

John-Paull Davidson has over 12 years experience in brand marketing. He is currently Creative Director for Boothster.com and site developer for several online resources for trade show exhibits, design and graphics:

<http://boothster.com>

<http://tradeshowboothster.com>

<http://sustainabooth.com>

<http://ecoboost.com>

<http://sustain-a-booth.com>

<http://boothster-banner-stands.com>

**boothster.com**