

# MJBizCon®

## Estimating budgets

A simple guide to exhibit costs

Freeman<sup>1</sup>

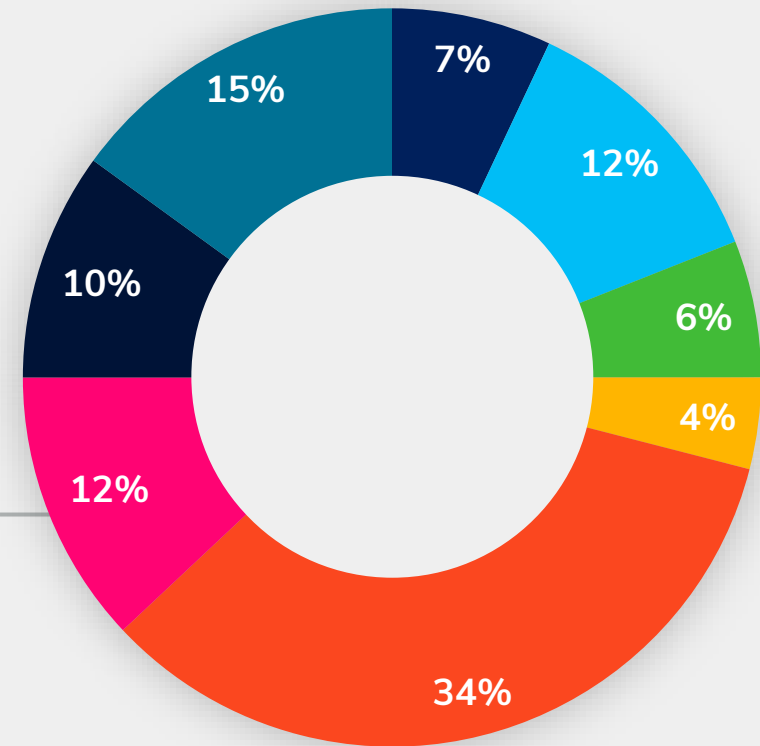


# Exhibit budget averages

Estimating your overall budget doesn't have to be hard. This chart breaks down the average percentage exhibitors spend by category.

Your exhibit design makes up 12% of your overall budget. Use this guide to start your design exploration.

## Trade show budget categories



# 10' x 10' exhibit rental examples

Discount prices available through October 30, 2023

## SmartFabric Backwall



Starting from

**\$3,065.00**

\$4,291.00 after discount deadline

### Exhibit features:

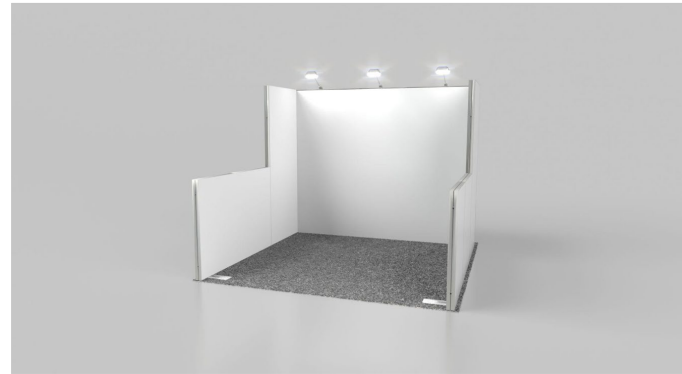
- Back wall structure with large fabric graphics
- Arm lights to highlight graphics
- Choice of classic carpet

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- First night vacuuming
- Material handling for rental items

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## PVC Exhibit



Starting from

**\$4,460.00**

\$6,244.00 after discount deadline

### Exhibit features:

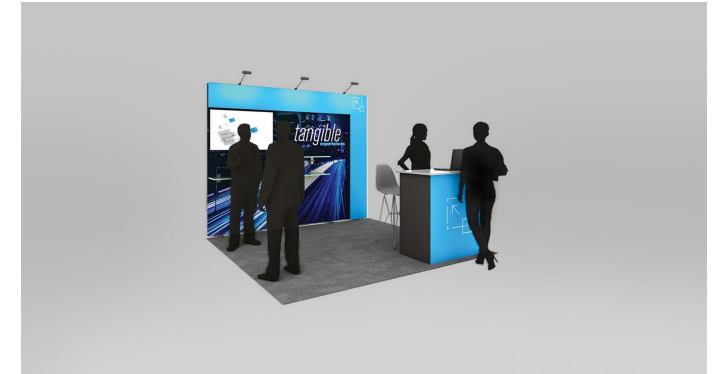
- Back wall structure with hard panel graphics
- Arm lights to highlight graphics
- Choice of classic carpet

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- First night vacuuming
- Material handling for rental items

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## Exhibit collection



Starting from

**\$9,095.00**

\$12,278.25 after discount deadline

### Exhibit features:

- Multidimensional back wall structure with large fabric graphics and plexiglass shelves
- 46" mounted monitor
- Reception counter with graphics
- Arm lights to highlight graphics
- Choice of classic carpet and ½" padding

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- Nightly vacuuming
- Material handling for rental items

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# 10' x 20' exhibit rental examples

Discount prices available through October 30, 2022

## SmartFabric Backwall



Starting from

**\$5,980.00**

\$8,372.00 after discount deadline

### Exhibit features:

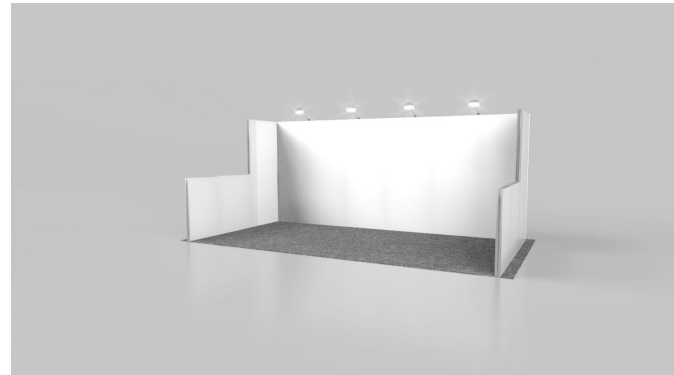
- Back wall structure with large fabric graphics
- Arm lights to highlight graphics
- Choice of classic carpet

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- First night vacuuming
- Material handling for rental items

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## Fabric Exhibit



Starting from

**\$8,865.00**

\$12,411.00 after discount deadline

### Exhibit features:

- Back wall structure with hard panel graphics
- Arm lights to highlight graphics
- Choice of classic carpet

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- First night vacuuming
- Material handling for rental items

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## Exhibit collection



Starting from

**\$14,595.00**

\$19,703.25 after discount deadline

### Exhibit features:

- Multidimensional back wall structure with large fabric graphics
- Reception counter with graphics
- Arm lights to highlight graphics
- Choice of classic carpet and ½" padding

### Services included:

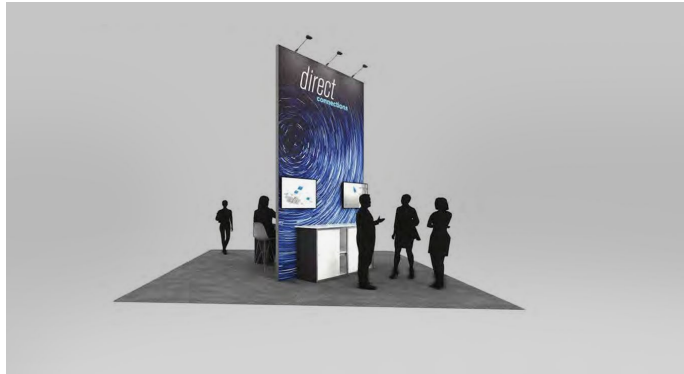
- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- Nightly vacuuming
- Material handling for rental items

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# 20' x 20' exhibit rental examples

Exhibit Collection rental solutions

## Extend 4



Starting from  
**\$17,495.00**

### Exhibit features:

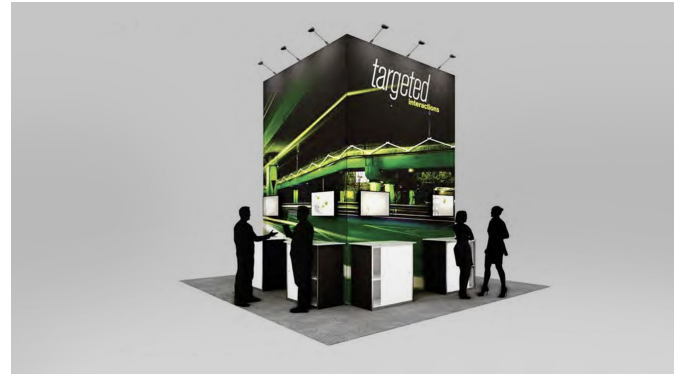
- 16' double sided structure with mural fabric graphics
- Built in desk with interior storage
- (2) 46" mounted monitors
- Cabinet with interior storage
- Arm lights to highlight graphics
- Choice of classic carpet and ½" padding

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- Nightly vacuuming
- Material handling for rental items

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## Express 2



Starting from  
**\$49,295.00**

### Exhibit features:

- 16' tower structure with large mural fabric graphics and large storage closet
- (8) 32" mounted monitors
- Storage cabinet with interior storage
- Arm lights to highlight graphics
- Choice of classic carpet and ½" padding

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- Nightly vacuuming
- Material handling for rental items

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Don't see what you're looking for? These are just a sample of Freeman's rental exhibit solutions. Set up a consultation today to explore more options.

## Explore 2



Starting from  
**\$48,595.00**

### Exhibit features:

- Two 16' structures with storage closets, two 60" mounted monitors, and large mural fabric graphics
- Two storage cabinets with interior storage and graphic panels
- Arm lights to highlight graphics
- Choice of classic carpet and ½" padding

### Services included:

- Structure rental and installation/dismantle
- Graphic printing and installation
- Electrical service for arm lights
- Nightly vacuuming
- Material handling for rental items

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# Want a completely custom look?

Don't fret! Work with our experienced design team to get the look and feel that truly embodies your brand. Maximize your brand integration, delivering a design with the careful thought and attention to detail to make you shine.

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