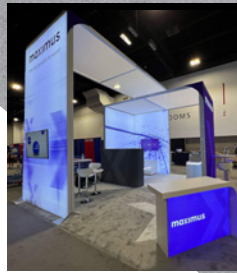




Classic Exhibits
Exhibits | Rentals | Environments



Dear Classic Exhibits Distributor Partners:

In conversations with distributors, competitors, and suppliers, they've told us that **exhibitors recognize that design has value, and they are willing to pay for it if it's reasonable and fair.** We estimate that well over 75% of Classic Exhibits distributors now charge for design. Those distributors report **better engagement with their clients during the design process** – faster responses, more details, and fewer revisions.

When creative talents are required for exhibit design, graphic design, or A/V production, there's a very real cost. Design isn't a profit center for us, but it has value and assigning costs, even nominal ones, can assist in identifying clients who are serious about trade show marketing. **Our goal has always been to give you the best chance of closing a sale. That starts with efficient and stunning design.**

Classic Exhibits charges for creative exhibit design based on the schedule below. The procedure is meant to be simple and straightforward with a reasonable upfront charge for both purchase and rental designs.

We welcome your comments, opinions, and insights. And as always, we appreciate your partnership.

Sincerely,

Katina Rigall Zipay
Creative Director

DESIGN FEE SCHEDULE

Request for 3D Max Design Files (kits)

- **No charge**

Kit Rebrands (no structural changes)

- **No charge** - (1) per project
- Includes adding and/or removing existing kit counters, pedestals, etc.
- **Additional Rebrands: \$100** Per Kit

Kit Modifications

- **Inlines: \$150 (wholesale)** with two revisions. After two revisions, fee resets to \$150 with two revisions
- **Islands (20 x 20 and 20 x 30): \$300** with two revisions. After two revisions, fee resets to \$300 with two revisions
- **Larger Islands: Quoted**
- **Other** (Accessories, Lightboxes, Charging Stations, Counters, etc.): **\$100**
- **Reconfigurations** to any of the above: **\$50 per inline. \$100 per island**
- **Complex Reconfigurations: Quoted**

Custom

- **Inlines: \$300** with two revisions. After two revisions, fee resets to \$300 with two revisions
- **Islands (20 x 20 and 20 x 30): \$500** with two revisions. After two revisions, fee resets to \$500 with two revisions
- **Larger Islands: Quoted**
- **Environments: Quoted**
- **Other: Quoted**
- **Reconfigurations** to any of the above: **\$50 per inline. \$100 per island**
- **Complex Reconfigurations: Quoted**

To Get Started Contact
design@classicexhibits.com