



PART OF A WEEKLY SERIES : TRADESHOW TUESDAY'S BY DINGBAT PRESS

CATEGORY	SUGGESTED %	ESTIMATED \$	ACTUAL \$	ACTUAL %
<i>Booth Fee</i>	35%			
<i>Booth Construction</i>	15%			
WALLS				
ELECTRICAL				
LIGHTING				
FLOORING				
HARDWARE				
<i>Booth Furnishings</i>	6%			
DISPLAY				
FURNITURE				
<i>Shipping</i>	9%			
LIFT GATE				
DISTANCE				
ROUNDRIP/ONE WAY				
WEIGHT				
OVERAGES				
MILEAGE				
GAS SURCHARGE				
<i>Travel</i>	20%			
HOTEL/APARTMENT				
FOOD				
CABS				
METRO				
FLIGHTS				
<i>Unions</i>	5%			
ON-SITE ELECTRICAL				
FOAM WALL INSTALLATION				
HARD WALL INSTALLATION				
MISC INSTALLATION				
<i>Show Promotion</i>	8%			
WEBSITE UPDATE				
PRE-SHOW MAILERS				
PRE-SHOW MAILER POSTAGE				
CATALOG				
LINESHEETS				
PRESS KITS				
SHOW GIVEAWAY				
POST-SHOW MAILERS				
POST-SHOW POSTAGE				
BUSINESS CARDS				
PRODUCT SAMPLES				
<i>Signage</i>	2%			
BUSINESS SIGNAGE				
PRODUCT SIGNAGE				
<i>Total Damages</i>	100%			