



A Request for Information from Potential Exhibit Houses Prior to RFP Distribution

(Note: The RFI Summary section is information to be supplied by you, the exhibit manager. The remaining sections feature information you are requesting from RFI recipients.)

1. RFI SUMMARY

- A. Project name and brief summary of future RFP
- B. Exhibiting company name and RFI contact information
- C. Explanation of reason for RFI and selection of vendors to complete future RFP
 1. Statement that there is no fee paid for completing RFI
 2. Disclaimer that there is no contractual obligation by issuing RFI
- D. Confidentiality clause
 1. Confidentiality policy for both RFI and subsequent RFP
 - a. Nondisclosure agreement (NDA) if required
- E. Deadline dates to accept/decline, questions, completed RFI, notification of results
- F. "Intent to participate or decline proposal" form

2. EXHIBIT HOUSE PROFILE

- A. Company name
- B. Primary RFI contact
- C. Phone numbers (cell/office/fax)
- D. E-mail address
- E. Address of company location completing RFP
- F. Website URL

3. FINANCIAL STABILITY AND RESOURCES

- A. Dunn & Bradstreet (D & B number)
- B. Annual report
- C. Annual sales revenues for the last three years
- D. Plans for new acquisitions, divestitures, or sales of the company
- E. Financial and banking references
- F. Three vendor financial references
- G. Detail of any outstanding litigation or insurance actions

4. ORGANIZATION STRUCTURE AND CAPABILITIES

- A. Public or private company status
 1. Investor group, subsidiary, parent company information
- B. Number of years in business
- C. Organization's management structure and key management team bios
- D. Locations of all types of facilities (e.g., company headquarters, sales office, show room, production, warehouse)
 1. Overview of products and services offered at each location
 2. Number of employees at each location
- E. Union status and affiliations
- F. Current business partnerships or affiliations used to provide services/products

5. BUSINESS MODEL AND APPROACH

- A. Corporate mission statement, vision, or business philosophy
- B. Company values and how they are demonstrated via performance with clients
- C. Service approach with clients similar in size
- D. Skills and capabilities that provide an advantage over competitors

6. CURRENT CLIENT REFERENCE LIST

- A. List of clients and contact information for them

7. ACCOUNT SERVICES/PROJECT MANAGEMENT

- A. Structure of account-management team
 - 1. Organizational chart and detail of key staffers' roles, responsibilities, special talents, and industry experience
- B. Preferred communication methods between clients and account-management team
- C. Policy on client accountability

8. USE OF INFORMATION TECHNOLOGY

- A. Computer- and web-based systems and tools used to service clients
 - 1. Value these services bring to your clients
 - 2. Training clients receive to use the tools

9. CAPABILITIES AND ACCOUNT SERVICES SUPPORT

- A. Services provided to exhibitors including but not limited to those listed below. Include information on whether the services are provided in-house (please denote with an "I") or subcontracted, and if so, to whom (please denote with an "S"). Outline your fee structure for each:
 - 1. Exhibit design and creative services
 - 2. Production of exhibit documentation
 - 3. Exhibit fabrication/construction
 - 4. Strategic branding consultation
 - 5. Show metrics management
 - 6. Graphics design and production
 - 7. Rental of ancillary furnishings
 - 8. Account services and/or project management
 - 9. Exhibit transportation and traffic management
 - 10. Show-services coordination (turnkey services)
 - 11. Installation-and-dismantle labor
 - 12. On-site supervision by your account executive or construction supervisor
 - 13. Material handling while warehoused (pull/prep/preview)
 - 14. Exhibit property inventory control and storage
 - 15. Exhibit maintenance and refurbishment
 - 16. Billing



A Request for Proposal to Design/Construct/Service a New Exhibit

(Note: Sections 1 – 8; 12. A., and 13 outline information to be supplied by you, the exhibit manager. The remaining sections feature information you are requesting from RFP recipients.)

1. EXPLANATION OF RFP

- A. Goals and objectives of exhibit RFP
- B. Overview of the RFP process
 - 1. Detailed expectations of the submission process
 - a. Number of RFP copies required and medium (hard copy, CD, USB drive, FTP site, etc.)
 - b. Number of color renderings required
 - c. RFP due date and instructions for delivery
 - d. Policy on rescission and resubmittal before due date
- C. Key criteria being evaluated in RFP (reorder by exhibitor priority)
 - 1. Exhibit design “Wow!” factor, distinctiveness, memorability, and functionality
 - 2. Configuration flexibility
 - 3. Quality of construction workmanship
 - 4. Account/program management
 - 5. Overall costs: new build, ongoing costs, and ability to mitigate costs
 - 6. Business history and financial stability

2. INTENT TO PARTICIPATE FORM

- A. Request that vendors return an “Intent to Participate” form stating that they will be participating in the RFP process

3. EXHIBITOR’S CORPORATE PROFILE

- A. Company name
- B. RFP contact name
- C. Phone numbers (cell/office/fax)
- D. Address
- E. E-mail address
- F. Website
- G. Company type: public/private
- H. Annual sales
- I. Products/services
- J. Business partners/affiliates
- K. Corporate marketing objectives/mission statement
- L. Exhibit-marketing program objectives
- M. ROI/ROO metrics

4. EXHIBITOR’S CORPORATE MARKETING PROFILE

- A. Company Background
 - 1. Detail what you want visitors to your exhibit to “feel”
 - a. Provide marketing materials such as the latest annual report, marketing and sales literature, current advertising campaigns, press kits, and URLs for the appropriate sections of the company website and corporate social-networking sites

- b. Attach your company's marketing style manual (or provide the URL) for rules on logo, tagline, type, font, and color use on exhibit graphics
 - c. Use adjectives to clearly describe your brand positioning, personality, and promise
 3. Define the role trade shows play in your company's overall integrated marketing plan
 4. Outline your objectives for the exhibit
- B. Market Information
1. Share marketing information including your company's market position, volume, and share, and any trends affecting your market position
 - a. Sign a nondisclosure agreement
 - b. Project where your company will be in five to 10 years
 2. List the industries to which you provide products and services
 3. Provide a current-customer profile
 4. Define your target audience, and its demographics and psychographics, especially if different from your current customer/client
 - a. Denote whether your corporate image needs to change from show to show based on the target audience
 5. List the products/services customers buy from your company
 6. Explain the product sales cycle
 7. Include the average price of a sale made to a sales prospect
 8. Detail the percentage of show attendees your exhibit attracts
 9. Outline the methods used to promote your company to your target audience before and during the trade show
 10. Share the current attendee perceptions of your company and its products/services
 - a. How would you like to change those perceptions?
 11. List your competitors and their market share
 - a. What are their strengths/weaknesses?
 12. Provide the skills and capabilities that differentiate your company from your competitors
 13. Explain how your company sells its products/services
 - a. In-house sales force/telemarketing
 - b. Field sales force
 - c. Manufacturers' reps
 - d. Value-added resellers
 - e. Online
 14. Other than exhibiting at trade shows, list how you currently promote your products/services
 - a. Direct Mail
 - b. E-mail
 - c. Industry analysts
 - d. Media/press coverage
 - e. Print
 - f. Private events
 - g. Radio
 - h. Show/event sponsorships
 - i. Social media (Facebook/Twitter/Pinterest/etc.)
 - j. Telemarketing
 - k. TV
 - l. Website
 15. Provide the key message(s) you want visitors to know and remember when they leave your exhibit
 - a. What will this memory inspire or compel your visitors to do after the show?
 16. Describe any awards won by your company/products that should be showcased in your exhibit

C. Show Goals/Objectives

1. Prioritize your objectives from the following list so the exhibit is designed to maximize your return on objective/return on investment (ROO/ROI):
 - a. Sales Objectives: To generate immediate sales, develop quality sales leads, have meetings with current customers or prospects, recruit sales representatives, etc.
 - b. Product Objectives: To introduce new product(s) or upgrades, to show the breadth of a product line, to discover new product applications using informal focus groups or surveys on product design and applications, etc.
 - c. Communication Objectives: To spark product interest, educate, gain press or media coverage, increase awareness, or establish or enhance your brand presence, etc.
 - d. Distribution Objectives: To recruit distributors or provide dealer support, etc.
2. Point out any upcoming shows that deviate from these objectives and explain variances
3. Describe your exhibit's success-measurement program

5. CORPORATE EXHIBIT PROGRAM

A. Shows, schedules, location, booth size, etc.

1. Include the date of the debut show and the booth size required for the potential exhibit
2. List all other shows scheduled, show dates, locations, booth sizes, allowed height, industry, horizontal versus vertical, and so on in spreadsheet format
3. Provide the number of exhibit size configurations required

6. HISTORICAL PERSPECTIVE

A. Strengths and weaknesses

1. What were the strengths and weaknesses of past exhibits?
2. How should your exhibit's past history dictate future direction?

7. YOUR EXHIBIT NEEDS SUMMARY

A. Physical exhibit requirements

1. Provide details of exceptional physical requirements and limitations imposed by show management or the venue (ceiling height, electrical, fire, and lighting codes, sight line rules, etc.)
2. Request an explanation of the components of the basic exhibit structure, outside skin, mode of fasteners, and any creative features used in construction
3. Ask for a list of materials and finishes used in constructing the exhibit
 - a. What is the weight, durability, and appearance of the materials?
 - b. Will they stand up to repeated uses or need constant refurbishment?
 1. Are they covered under any type of warranty?
4. Describe the desired emotional style of the exhibit
5. Use adjectives to describe the feel you want attendees to have when they see your exhibit
6. Include your preferences for flooring type, color, and pattern or to display corporate or product logos.
7. Inform the exhibit house of any existing exhibit properties that you'd like to integrate into a new design
8. Provide a corporate policy on Green or eco-friendly exhibit construction if applicable
 - a. Decide if the decision to use Green materials should drive design decisions regardless of cost

B. Exhibit Alternative Uses

1. List any other settings, such as in your corporate lobby, at shareholders meetings, hospitality events, or sales meetings, at which your exhibit will be used.

C. Functional Exhibit Requirements

1. Determine which of the following elements you'll need in your exhibit
 - a. Audiovisual (monitors, displays, video walls, sound systems, etc.)
 - b. Computer kiosks/workstations/storage cabinets

- c. Conference/closing rooms
- d. Demonstration areas
- e. Flooring (carpet, vinyl, raised, etc.)
- f. Graphics/corporate identity
- g. Hanging sign
- h. Hospitality
- i. Information/reception counter
- j. Lead-retrieval area
- k. Lighting
- l. Literature distribution
- m. Presentation areas
- n. Product displays (lockable)
- o. Shipping containers and crating
- p. Storage room (for giveaways, literature, staff personal items)
- q. Utilities (electrical, plumbing, gas, Internet access)
- r. Wire/cable management
- s. Other

8. EXHIBIT REQUIREMENTS DETAIL

- A. Audiovisual (monitors, displays, video walls, sound systems, etc.)
 - 1. What are your audiovisual requirements?
 - 2. Do you require wall-mounted or overhead hanging displays or video walls?
 - 3. Do you require extensive sound systems for staging?
 - 4. Where is the equipment located that will drive the content to the displays?
 - a. Will the content be programmed to play on a continuous loop or will it be driven on demand by exhibit staff?
- B. Computer kiosks/workstations/storage cabinets/pedestals
 - 1. Will you require table- or counter-height cabinets for computers, displays, or for storage?
 - 2. Does the countertop need to be larger than the base?
 - 3. Will it need to be open for visual access or closed/lockable?
 - 4. Will it need shelves? Do the shelves need to be fixed or adjustable?
 - 5. Will it require wire-management holes?
 - 6. Will it require ventilation and cooling fans?
- C. Conference/closing rooms
 - 1. Are conference, meeting, or sales-closing rooms required?
 - 2. How many people will attend each meeting and how many conference rooms are required simultaneously?
 - 3. What furnishings need to be in the conference rooms, such as conference tables, chairs, sofas and coffee tables, graphics, audiovisual equipment, products, and hospitality items?
 - 4. Do you need private rooms to conceal the identity of attendees, semi-private with low partitions, or tables and chairs in the open?
 - 5. Do you need a lounge area for visitors and staff who are waiting for meeting room space?
 - 6. Do you need a reception counter to check in visitors/staff?
- D. Demonstration Areas
 - 1. How are your products demonstrated?
 - 2. Are demonstration kiosks required?
 - a. Is presenter seating required?
 - 3. Are workstations or counters required for computers, displays, other product or equipment, or work areas?
 - a. Is a keyboard drawer or laptop access required?

4. Does the equipment you're demonstrating need special cooling with fans or air conditioning, extra power, special racks, or accessibility for use or repair during the show?
5. Do your presenters require microphones and small speakers at their demo stations?
6. Provide size parameters for the estimated size needed at each demo area including space for visitor viewing

E. Flooring

1. Do you have any preference for type or color of flooring (plush carpet, berber, wood, vinyl, foam, etc.)?
2. Do you inlay any messaging or identification in the carpet (company name, product name, logo, tagline, etc.)?

F. Graphics and Corporate Identity

1. Provide your exhibit house with logos, taglines, exact fonts, and PMS colors required when used in your corporate identity
 - a. Can your selected font be easily read?
2. Graphics and Signage
 - a. Do you want a hanging sign above your exhibit, to display your corporate logo or for changing projected images?
3. Will it need to rotate, sway in the wind, or be lit internally or externally?
 - a. Which types of graphics do you think best fit your corporate image: color prints, large-format murals, fabric banners, transparencies, changing billboards, or video displays?
 1. Are your graphics bold and vibrant or detailed and technical?
 2. Will the graphics be one-time use or work for multiple shows by keeping the graphic and just changing the copy?
 3. Would erasable whiteboards be helpful to your staff to convey concepts?
 4. Are there areas of your exhibit where graphics or logos are always used, such as the reception counter, product displays, demonstration areas, etc.?

G. Hanging sign

1. Do you want a hanging sign for increased visibility across the show floor?
2. Do you have any special requirements/preferences (internally or externally lit, rotating, round, square, triangular, oval, cube, etc.)?

H. Hospitality/food preparation

1. Will you host booth visitors in a hospitality area in your exhibit with catered food and/or beverage?
2. How many visitors do you anticipate in this area at any given time?
3. Will this area be by invitation only, or accessible to all visitors?
4. Will there be additional equipment provided by the caterers such as a bar with back bar, or coffee cart that will require refrigeration?
5. What type of furnishings would you like in your hospitality area (tables and chairs, a counter with stools, sofas/coffee tables, etc.)?
6. Will this area be open during all show hours or have times during show hours when it is closed?
7. Will an adjacent concealed storage area be required?
8. Will show utilities be required, e.g., natural gas or plumbing to meet food preparation criteria within the convention center?

I. Information/reception center

1. Is an information or reception center required?
2. What functions will be centered in this area?
 - a. Reception of visitors
 - b. Information dissemination
 - c. Sales leads gathering
 - d. Giveaway distribution or raffle
 - e. Staff scheduling and communication
3. Is there a particular side or corner of your usual booth space where aisle traffic will naturally flow and the reception counter should be located?

4. Does your information center need to lock, or have storage drawers, shelves, or literature racks?
5. Will it need wire-management holes to be able to access power from the floor to lead-gathering equipment or audiovisual equipment?
6. Is seating for staff required?

J. Lead Retrieval

1. Where are leads gathered in your exhibit?
 - a. Are they gathered using static equipment such as laptops, or using portable equipment such as smart phones or iPads?
2. Is there equipment to be housed to gather or maintain leads, and if so, what are the size, power/recharging and networking requirements, and location of this equipment?
3. Do you need drop slots in countertops with hidden receptacles to collect hard-copy leads, business cards, or raffle entries?

K. Lighting including necessary power and extension cords in compliance with electrical and fire marshal standards (e.g., overhead theatrical lighting, spotlights, wall washers, moving lighting, and projected images such as gobos)

1. Are any of the shows you attend “low light” shows, where lighting is decreased so exhibitors can use their own internal lighting?
2. Will you want certain elements or products in your booth highlighted for emphasis?
3. What mood would you want lighting to create in your exhibit?

L. Literature Distribution

1. Do you distribute hard copy/printed literature?
2. Where and how will it be distributed, such as at a central free-standing rack, individual pockets, controlled handouts in meeting rooms, at the demonstration kiosk of each product, or by personnel at the information/reception counter?
3. What is the size/type and approximate quantity used at an average show?
4. Where is excess literature stored during the trade show?

M. Presentations

1. Will you have formal presentations or a corporate theater?
 - a. Is it a live stage presentation, video, or PowerPoint on a large screen?
2. Will you need a raised stage, props, and background?
3. What type of audiovisual equipment is required?
4. How many attendees will need seating?
5. Are you planning a standing overflow area behind the seating?
6. If you distribute giveaways during your presentation, where will they be stored?
7. How will you convey your ongoing schedule of presentations to visitors?

N. Product Displays

1. What products and/or services do you display?
 - a. What is their size, type, number, and interaction with or protection from visitors?
 1. Describe how products/services are displayed: grouped, shown individually on a wall, pedestal, or counter; or in a showcase
 - b. What type of signage is required adjacent to products?
 - c. Is product-specific literature distributed adjacent to products?
 - d. Do they require power or network connectivity to work?
 1. Describe the wire management and what they need to connect to.
 - e. Based on their value, is security required to keep them from “walking off”?
2. If your company doesn't sell actual products, how do you convey your intangible idea or service to your audience?

O. Shipping Containers and Crating

1. Will the exhibit require crating, cases, or containers for shipping?
 - a. How breakable is the product you will be shipping?

1. Will the crates have reinforced exteriors and padded or jiggled interiors to protect your exhibit during shipping and material handling?
2. Will they be fitted with sturdy forklift skids?
3. How will the crate doors fasten to the crate: wing nuts, wood screws, locking hasp and hinge?
- b. How do you generally ship — small-package carrier (FedEx/UPS), airfreight, expedited freight, common carrier, van line, rail, or privately-operated vehicle?
 1. Are crates/cases of a size that could be air freighted on a commercial carrier?
 - a. Are they standard size cases (with 48" being at least one floor dimension) to avoid extra costs of shipping?
 - b. If you're exhibiting at hotel shows, are smaller cases with wheels a good idea based on elevator access?
 2. Can the containers be shipped standing up or laying on their side?
 3. How many crates will be built to house your exhibit and what is their average weight?
- c. Will you use your exhibit in varying configurations and will your cases need to be built to minimize shipping parts you don't need for the various configurations?
- d. What is the total estimated number of cubic feet of all storage containers (to be used for computing both shipping estimates and long-term storage)?

P. Storage Within the Exhibit

1. Will you need storage in your exhibit for literature, giveaways, product samples, concealed computers, demo equipment, audiovisual equipment, snacks, and exhibit staff personal items, such as coats, backpacks, and charging stations for laptops?
 - a. Will these items need to be in locked storage?
 - b. How many linear feet of adjustable shelving are required?
 - c. Are coat hooks/coat tree required?
2. How many square feet of storage do you anticipate needing?

Q. Traffic Patterns

1. Are there traffic patterns in your exhibit that need to be taken into consideration (such as prospects sitting through a live presentation, then being routed to a lead gathering site to scan their badge or receive a giveaway, and then released into the general demo area)?
2. Do attendees need to see your company's products or service process in a sequential order to have it make sense?
3. How much of the perimeter of your booth space do you want to keep open?

R. Utilities

1. What types of utilities are required in your exhibit?
 - a. Electricity (120V/208V, etc.)
 - b. Internet (wired or wireless)
 - c. Telecommunications
 - d. Plumbing
 - e. Natural gas
 - f. Other
2. Are there any unusual utility requirements or locations?

S. Wire/cable management

1. Do you have special wire- or cable-management needs (e.g., overhead lighting, video cables, large-capacity electrical requirements, etc.)?
2. What exhibit components need to be interconnected?
3. Is a raised floor required to accommodate these requirements?

T. Other

1. Please list any other functional exhibit requirements not listed above

9. EXHIBIT HOUSE SERVICES

A. Please provide a full description of the services you provide to exhibitors including but not limited to those listed below, along with information on whether the services are provided in-house (please denote with an "I") or subcontracted and to whom (please denote with an "S") and your fee structure for each:

1. Exhibit design and creative services
2. Production of exhibit documentation
3. Exhibit fabrication/construction
4. Strategic branding consultation
5. Show metrics management
6. Graphics design and production
7. Rental of ancillary furnishings
8. Account services and/or project management
9. Exhibit transportation and traffic management
10. Show-services coordination (turnkey services)
11. Installation-and-dismantle labor
12. On-site supervision by your account executive or construction supervisor
13. Material handling while warehoused (pull/prep/preview)
14. Exhibit property inventory control and storage
15. Exhibit maintenance and refurbishment
16. Billing

10. MANAGING ONGOING SHOW SERVICES AND COSTS

A. What are your exhibit house policies on turnkey services?

1. What is the experience level of the staff that will complete orders for show services?
2. Will discounts negotiated with your preferred subcontractors (e.g., shipping carriers or installation-and-dismantle providers) be passed on?
3. If turnkey service is requested on show orders, are there any guarantees to place the show orders by the discount deadlines to lock in lowest costs?

B. Show material handling/drayage

1. What is the estimated weight of the proposed exhibit and all crating?
2. Based on recommended packaging of the exhibit, will the exhibit freight be assessed special handling fees for being blanket-wrapped, stacked, shipped by specialized carrier, etc.?

C. Exhibit transportation/traffic management

1. Describe the level of experience your staff has handling exhibit transportation/traffic
2. How do you contract freight carriers for your exhibitors?
3. Do you have national freight contracts?
 - a. If so, with which carriers?
 1. Do you still request competitive bids from other carriers?
4. How do you estimate freight costs?
 - a. What markups are applied to client shipping costs?
 - b. What volume or relationship-based discounts will be passed through from the carrier to the exhibitor?

D. Exhibit installation and dismantle (I&D)

1. Does your company maintain a full-time internal I&D staff?
2. Does your company maintain a partnership or co-ownership relationship with an I&D contractor?
3. Does your company currently subcontract with an exhibitor-appointed contractor (EAC) who provides installation and dismantle services?
 - a. What is the length of your relationship with this I&D contractor?
 - b. What is your markup or turnkey fee to manage I&D labor?
 - c. What services are discounted based on this contractual relationship?

4. Does your I&D contractor offer flat rates for setup and dismantle?
5. Are both the initial preview and I&D supervision for the initial setup at the debut show included in the exhibit build price?
6. Please provide an estimate of the total number of hours for I&D labor for each configuration to calculate the long-term costs of the proposed exhibit design
7. Please provide an estimate for any additional specialized labor and equipment hours (such as rigging equipment or overhead signs and forklift)

11. MANAGING EXHIBIT-HOUSE SERVICES

A. Account/project management

1. What service(s) are provided by the assigned account and project management teams before/during/after a show and between show projects?
 - a. What are the incremental fees for these services?
2. What is the availability of customer service during other than standard work hours (M-F/8-5)?
3. Regarding on-site services, does the account representative or project manager travel to each show?
 - a. What expenses (i.e. day rate, air and ground travel, per diem, etc.) are charged for on-site services?
 1. If you have multiple clients at the same show, how are these expenses allocated?

B. Material handling and inventory

1. Describe your procedure for inventorying and manifesting outbound shipments to show site
 - a. What documentation will be provided to verify shipment contents at show site?
2. Describe your processes and procedures for handling freight problems, such as lost exhibit components or properties and late or missing shipments
3. Describe your procedure for checking exhibit properties on return from show site
 - a. Will a report be made of items needing replacement or refurbishment?
4. Describe your fee structure for warehouse handling

C. Warehouse storage

1. Please describe your storage facilities for exhibit properties:
 - a. Square footage at each location
 - b. Your inventory system
 - c. Where exhibit properties would be stored
 - d. Are warehouse facilities climate controlled?
 - e. Are client exhibit properties covered under insurance for fire/theft?
2. What method is used to compute storage (e.g., per actual cubic foot, cubic foot floor-to-ceiling, cubic foot to center of aisle, per crate, by actual weight, by hundredweight, etc.)?
3. How are clients charged to access crates (i.e., looking for a graphic panel)?

12. BUDGET

A. Provide a budget or budget range

1. There are multiple schools of thought on providing exhibit houses with your budget parameters. Some believe this gives them free reign to go hog-wild up to this budget number. Others believe that the exhibit houses you're sending your RFP to (and who will become one of your critical show-team members) need all the information they can get to provide you with their best design.
 - a. As a rule of thumb, provide the exhibit house with at least a 90-percent figure of available budget, with the 10-percent remainder left for last-minute requests and upgrades
 - b. Include information to the exhibit house regarding the flexibility of the budget.
 - c. Request that all first-time-use costs (i.e. taxes on labor and materials, crating, supervision, etc.) are included in proposal total.
2. Note if your analysis of the proposals and final selection are more design- or cost-oriented
3. Request information on payment terms and when deposits and progress payments will be due

4. Request information on additional fees for payment by credit card (which is illegal in most states based on credit-card company policies)
- B. Please provide a line-item budget to include:
1. Exhibit design, production of drawings and setup instructions for all configurations, fabrication (including all labor, materials, fees), new-build project management fees, trial setup, and exhibit preview
 2. Furnishings including tables, chairs, stools, kiosks
 3. Accessories (e.g., literature racks)
 4. Hanging signs
 5. Flooring (carpet/pad/other flooring)
 6. Graphics
 7. Lighting
 8. Audiovisual equipment
 9. Computer equipment
 10. Crates or cases for each configuration to minimize shipping/material-handling costs
 11. Gang box and exhibit supplies
 12. Initial setup for client preview
 13. Warehouse handling (outbound and inbound)
 14. Warehouse inspection and report, inventory, and storage
 15. Taxes on materials and labor (which will vary by city and state tax laws, and can vary if the exhibit is built in one state but shipped to another for first use)
 16. Exhibit house on-site supervision of setup at first show (if not included) and subsequent shows
 17. Ongoing estimated cost of ownership for services provided by exhibit house, including general maintenance (sometimes called refurbishment), in-house setup/preview costs, storage, warehouse handling, and graphics upgrade
 18. Any other miscellaneous/ancillary expenses or fees
- C. Ownership options
1. Request various ownership and financing options for your exhibit
 - a. Some exhibit houses provide rent-to-own, lease-to-own, and pure rental programs for exhibitors, which may be advantageous from a tax standpoint

13. TIMELINE

- A. Include a timeline of upcoming dates, including:
1. Whether or not you're requesting an "Intent to Participate" notification and if so, the date that it's due and who it should be e-mailed to
 2. Distribution of RFPs to all potential vendors
 3. The date the proposals are due
 4. To whom the completed proposals are to be returned
 5. Estimated dates for exhibit house presentations of top two to three proposals
 6. Decision date for choosing the proposal winner; notification to all others
 7. Contract negotiations and sign-off dates
 8. Deposit date(s)
 9. Project progress meeting dates
 10. Final walk-through date
 11. Final payment date
 12. Estimated ship date
 13. Show setup dates at official debut show
 14. Show dates and hours