

Estimate Planning Guide for Fair Isaac TV Set

StewartMDM									
Trade Show Planning Guide									
		Job No:	J01-0071					StewartMDM,LLC	
		Book Date:						2949-B Paces Ferry Rd	
		Client P.O. No:						Atlanta, GA 30339	
		Report Date:	11/14/01					(678)842-0909 Fax (678)842-0947	
1.0 Client Information					2.0 StewartMDM Information				
		Client:	Fair Isaac			Gary Stewart:	(678)842-0909	Mobile(404)408-9559 Home(770)432-3463	
		Main Contact:	Sue Olsen				gary@stewartmdm.com		
		Address:	200 Smith Ranch Road						
			San Rafael, CA 94903-1996			Tony Gafford:	(678)842-0908	Mobile(770)630-9880 Home(770)433-8844	
		Phone:	415-492-5665				tony@stewartmdm.com		
		Fax:	415-444-5039						
		email:				Scott Matthews:	(678)842-0931	Mobile(770)815-4547 Home(770)975-9168	
							scott@stewartmdm.com		
3.0 Show Information									
		Show:	NCDM			Show Hours:			
		Show Dates:	December 9 - 11, 2001			Show closes:			
		Location:	New Orleans			Ship Date:			
		Booth No.(s)				Move-In Date/Time:			
		Booth Size:	20 x 20			Set-Up Date/Time:			
		Height Limit:				Dismantle Date/Time:			
		Booth Type:	Rental			Move-Out Date/Time:			
		Special Restrictions				Hall Cleared By:			
		Show Opens:				General Contractor:	Freeman		

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4.0 Management/Marketing Services			Unit	# Hours	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
4.1.	Accounting/Clerical		\$45.00	4	\$180.00		(\$180.00)	
4.2.	Coordination Mgmt		\$85.00	16	\$1,360.00		(\$1,360.00)	
4.3.	Engineering/Detailing		\$85.00	8	\$680.00		(\$680.00)	
4.4.	Exhibit Design		\$100.00	8	\$800.00		(\$800.00)	
4.5.	Creative Consultation		\$150.00		\$0.00		\$0.00	
4.6.	Graphic Design/Mgmt.		\$85.00	8	\$680.00		(\$680.00)	
4.7.	Marketing Consultation		\$150.00		\$0.00		\$0.00	
4.8.	Strategic Planning		\$200.00		\$0.00		\$0.00	
4.9.	Web Master		\$100.00	2	\$200.00		(\$200.00)	
4.10.	Web Hosting		(@cost)				\$0.00	
		4.0 Sub-totals			\$3,900.00	\$0.00	(\$3,900.00)	
5.0 Exhibit Information			Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
5.1.	Carpet. Padding/Flooring						\$0.00	
5.2.	Pull/Prep/Load						\$0.00	
5.3.	Receive/Check-In						\$0.00	
5.4.	Inhouse set-up/preview						\$0.00	
5.5.	Engineering certification						\$0.00	
5.6.	New Property Construction						\$0.00	
5.7.	Exhibit Modifications						\$0.00	
5.8.	New Graphics		Freeman		\$2,834.00		(\$2,834.00)	
5.9.	Existing Graphics						\$0.00	
5.10.	Road Box Consumables						\$0.00	
		5.0 Sub-totals			\$2,834.00	\$0.00	(\$2,834.00)	

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6.0 Exhibit Rental				Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
6.1.	Rental Exhibit			Freeman		\$13,231.00		(\$13,231.00)	20 x 20 Blues Lounge Exhibit
6.2.	Optional Metal Color			Freeman		\$2,498.00		(\$2,498.00)	Black Powder Coated Metal
			6.0 Sub-totals			\$15,729.00	\$0.00	(\$15,729.00)	
7.0 Show Services/Prepaid				Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
7.1.	AirFreight					\$0.00		\$0.00	
7.2.	A/V Equipment					\$0.00		\$0.00	
7.3.	Booth cleaning					\$0.00		\$0.00	
7.4.	Carpet Rental			Freeman		\$1,943.00		(\$1,943.00)	Burgundy carpet and single padding
7.5.	Catering					\$0.00		\$0.00	
7.6.	Computer Equipment					\$0.00		\$0.00	
7.7.	Drayage					\$0.00		\$0.00	
7.8.	Electrical					\$0.00		\$0.00	
7.9.	Lighting			Freeman		\$0.00		\$0.00	(included in rental price)
7.10.	Floral					\$0.00		\$0.00	
7.11.	Forklift Rental					\$0.00		\$0.00	
7.12.	Freight					\$0.00		\$0.00	
7.13.	Furniture Rental			Freeman		\$874.00		(\$874.00)	(3) tables and (9) chairs
7.14.	Labor			Freeman		\$0.00		\$0.00	(included in rental price)
7.15.	Lead Retrieval					\$0.00		\$0.00	
7.16.	Photography					\$0.00		\$0.00	
7.17.	Rigging					\$0.00		\$0.00	
7.18.	Security					\$0.00		\$0.00	
7.19.	Telephone/Special					\$0.00		\$0.00	
7.20.	Internet I.P					\$0.00		\$0.00	
			7.0 Sub-totals			\$2,817.00	\$0.00	(\$2,817.00)	

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8.0 Onsite Supervision				Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
8.1.	Airfare							\$0.00	
8.2.	Ground Transportation							\$0.00	
8.3.	Hotel							\$0.00	
8.4.	Meals							\$0.00	
8.5.	Mileage							\$0.00	
8.6.	Onsite Supervisor (M-F)			\$450.00				\$0.00	
8.7.	Onsite Supervisor (Wknd)			\$550.00				\$0.00	
8.8.	Phone/Fax/Parking/Misc.							\$0.00	
			8.0 Sub-totals			\$0.00	\$0.00	\$0.00	
9.0 Promotional				Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
9.1.								\$0.00	
9.2.								\$0.00	
			9.0 Sub-totals			\$0.00	\$0.00	\$0.00	
10.0 Space Rental				Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
10.1.								\$0.00	
10.2.								\$0.00	
			10.0 Sub-totals			\$0.00	\$0.00	\$0.00	
11.0 Stage Show Presentation				Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
11.1.								\$0.00	
11.2.								\$0.00	
			11.0 Sub-totals			\$0.00	\$0.00	\$0.00	

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12.0	Summary of Costs		Vendor or Unit Cost	Extension or Vendor PO#	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
4.0	Management Services				\$3,900.00	\$0.00	(\$3,900.00)	
5.0	Exhibit Information				\$2,834.00	\$0.00	(\$2,834.00)	
6.0	Exhibit Rental				\$15,729.00	\$0.00	(\$15,729.00)	
7.0	Show Services/Prepaid				\$2,817.00	\$0.00	(\$2,817.00)	
8.0	Onsite Supervision				\$0.00	\$0.00	\$0.00	
9.0	Promotional				\$0.00	\$0.00	\$0.00	
10.0	Space Rental				\$0.00	\$0.00	\$0.00	
11.0	Stage Show Presentation				\$0.00	\$0.00	\$0.00	
		Total			\$25,280.00	\$0.00	(\$25,280.00)	
	Applicable Sales Tax						\$0.00	
		Grand Total			\$25,280.00	\$0.00	(\$25,280.00)	
I have received, reviewed and approved								
the above referenced estimate.								
StewartMDM				Client Signature				
Date				Date				
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