

Trade Show Planning Guide for ACME at NMW 2008

<b>StewartMDM</b>										
<b>Fair Isaac Trade Show Planning Guide</b>										
		<i>Job No:</i>	<b>J08-0002</b>					<b>StewartMDM,LLC</b>		
		<i>Book Date:</i>					4368 West Atlanta Rd, Suite 220			
		<i>Client P.O. No:</i>					Smyrns, GA 30080			
		<i>Report Date:</i>	1/7/2008				(678)842-0909 Fax (678)842-0947			
							<a href="http://www.StewartMDM.com">www.StewartMDM.com</a>			
<b>1.0 Client Information</b>				<b>2.0 StewartMDM Information</b>						
		<i>Client:</i>	<b>ACME</b>			<i>Gary Stewart:</i>	(678)842-0909	Cell (404)408-9559	Home (770)432-3463	
		<i>Main Contact:</i>	Ned Thompson				<a href="mailto:gary@stewartmdm.com">gary@stewartmdm.com</a>			
		<i>Address:</i>	300 Industrial Drive							
			Greenville, SC			<i>Tony Gafford:</i>	(678)842-0908	Cell (770)354-8851	Home (770)433-8844	
		<i>Phone:</i>	334-369-0000				<a href="mailto:tony@stewartmdm.com">tony@stewartmdm.com</a>			
		<i>Fax:</i>	334-799-0000							
		<i>email:</i>				<i>Scott Matthews:</i>	(678)842-0931	Cell (770)815-4547		
							<a href="mailto:scott@stewartmdm.com">scott@stewartmdm.com</a>			
<b>3.0 Show Information</b>										
		<i>Show:</i>	<b>National Manufacturing Week</b>			<i>Show Dates:</i>	<b>3/5/2008</b>			
		<i>Facility:</i>				<i>Show Opens:</i>	<b>3/5/2008 @ 9:00pm</b>			
		<i>Location:</i>	Chicago, IL			<i>Show Closes:</i>	<b>3/8/2008 @ 3:00pm</b>			
		<i>Booth No.(s)</i>	427			<i>Move-In Date/Time:</i>	3/1/2008 7:00			
		<i>Booth Size:</i>	16x20			<i>Set-Up Date/Time:</i>	3/1/2008 7:00			
		<i>Height Limit:</i>	16 ft			<i>Dismantle Date/Time:</i>	3/9/2008 0:00			
		<i>Booth Type:</i>	Island ▼			<i>Move-Out Date/Time:</i>				
		<i>Special Restrictions</i>				<i>Hall Cleared By:</i>				
		<i>General Contractor:</i>	GES			<i>Property:</i>	Rental	▼		

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<b>4.0 Management/Marketing Services</b>		<b>Hourly Rate</b>		<b>Estimated Cost</b>	<b>Actual Cost</b>	<b>Variance Act.- Est.</b>	<b>Comments</b>
4.1.	Accounting/Clerical	\$45.00	\$0.00	\$90.00	\$90.00	\$0.00	(4) hours
4.2.	Coordination Mgmt	\$85.00	\$0.00	\$1,700.00	\$1,700.00	\$0.00	(20) hours
4.3.	Engineering/Detailing	\$85.00	\$0.00	\$255.00	\$255.00	\$0.00	(6) hours
4.4.	Exhibit Design	\$100.00	\$0.00	\$1,200.00	\$1,200.00	\$0.00	(12) hours
4.5.	Creative Consultation	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	
4.6.	Graphic Design/Mgmt.	\$100.00	\$0.00	\$4,800.00	\$4,800.00	\$0.00	(4) hours
4.7.	Marketing Consultation	\$150.00	\$0.00	\$0.00	\$0.00	\$0.00	
4.8.	Strategic Planning	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	
4.9.	Web Master	\$100.00	\$0.00	\$200.00	\$200.00	\$0.00	(2) hours
4.10.	Printing/Overnight mail		\$0.00	\$50.00	\$0.00	(\$50.00)	
		<i>4.0 Sub-totals</i>	\$0.00	\$8,295.00	\$8,245.00	(\$50.00)	
<b>5.0 Exhibit Information</b>		<b>Vendor</b>		<b>Estimated Cost</b>	<b>Actual Cost</b>	<b>Variance Act.- Est.</b>	<b>Comments</b>
5.1.	Carpet. Padding/Flooring		\$0.00	\$0.00	\$0.00	\$0.00	
5.2.	Pull/Prep/Load		\$180.00	\$1,296.00	\$1,080.00	(\$216.00)	
5.3.	Receive/Check-In		\$54.00	\$432.00	\$324.00	(\$108.00)	
5.4.	Inhouse set-up/preview		\$0.00	\$0.00	\$0.00	\$0.00	
5.5.	Engineering certification		\$0.00	\$0.00	\$0.00	\$0.00	
5.6.	New Property Construction		\$0.00	\$0.00	\$0.00	\$0.00	
5.7.	Exhibit Modifications	StewartMDM	\$0.00	\$625.00	\$625.00	\$0.00	
5.8.	Graphics	StewartMDM	\$0.00	\$5,850.00	\$4,567.00	(\$1,283.00)	
5.9.	Add'l Graphics		\$0.00	\$0.00	\$0.00	\$0.00	
		<i>5.0 Sub-totals</i>	\$234.00	\$8,203.00	\$6,596.00	(\$1,607.00)	

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6.0 Exhibit Rental			Vendor	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
6.1.	Rental Exhibit Property	Freeman	\$0.00	\$0.00	\$0.00	\$0.00	
	6.0 Sub-totals		\$0.00	\$0.00	\$0.00	\$0.00	
7.0 Show Services/Prepaid			Vendor	Estimated Cost	Actual Cost	Variance Act.- Est.	Comments
7.1.	AirFreight		\$0.00	\$0.00	\$124.00	\$124.00	return Logistics
7.2.	Storage-Accessible		\$0.00	\$0.00	\$0.00	\$0.00	(None required)
7.3.	Booth cleaning	GES	\$0.00	\$405.00	\$422.00	\$17.00	(3) days
7.4.	Carpet Rental	Freeman	\$0.00	\$1,242.00	\$1,227.00	(\$15.00)	28oz Prestige white carpet & padding
7.5.	Catering		\$0.00	\$0.00	\$0.00	\$0.00	
7.6.	AV Equipment		\$0.00	\$0.00	\$0.00	\$0.00	
7.7.	Computer Equipment	NMR	\$0.00	\$3,265.00	\$2,732.00	(\$533.00)	(4) 20" flat screens, (1) 42" plasma
7.8.	Drayage (exhibit)	GES	\$0.00	\$2,288.00	\$2,490.00	\$202.00	3600 lbs - Freeman exhibit properties
7.9.	Drayage (collateral)	GES	\$0.00	\$850.00	\$1,023.00	\$173.00	
7.10.	Electrical	GES	\$0.00	\$1,368.00	\$1,255.00	(\$113.00)	(4) 10AMP outlets, (1) 5AMP outlet & labor
7.11.	Lights	Freeman	\$0.00	\$0.00	\$0.00	\$0.00	(included in 6.0 - Exhibit Rental)
7.12.	Floral		\$0.00	\$0.00	\$0.00	\$0.00	
7.13.	Freight (outbound)		\$0.00	\$0.00	\$454.00	\$454.00	
7.14.	Furniture/Accessories	Freeman	\$0.00	\$1,162.00	\$1,162.00	\$0.00	(1) conference table, (6) chairs and (4) stools
7.14a.	Furniture/Accessories	GES	\$0.00	\$0.00	\$268.00	\$268.00	(2) stools to replace those taken from the booth
7.15.	Labor	Freeman	\$1,560.00	\$9,880.00	\$9,360.00	(\$520.00)	Includes delivery, install, dismantle and removal
7.16.	Lead Retrieval		\$0.00	\$0.00	\$0.00	\$0.00	
7.17.	Photography		\$0.00	\$0.00	\$0.00	\$0.00	
7.18.	Rigging		\$0.00	\$0.00	\$0.00	\$0.00	
7.19.	Security		\$0.00	\$0.00	\$0.00	\$0.00	
7.20.	Internet I.P	WDW Dolphin	\$0.00	\$2,831.00	\$1,930.00	(\$901.00)	10-BaseT line, IP addresses, cable, hub, & labor
	7.0 Sub-totals		\$1,560.00	\$23,291.00	\$22,447.00	(\$844.00)	

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<b>8.0 Onsite Supervision</b>				<b>Vendor</b>	<b>Estimated Cost</b>	<b>Actual Cost</b>	<b>Variance Act.- Est.</b>	<b>Comments</b>
8.1.	Airfare			\$0.00	\$0.00	\$0.00	\$0.00	
8.2.	Ground Transportation			\$0.00	\$0.00	\$0.00	\$0.00	
8.3.	Hotel			\$0.00	\$0.00	\$0.00	\$0.00	
8.4.	Meals		\$50/day	\$0.00	\$0.00	\$0.00	\$0.00	
8.5.	Mileage			\$0.00	\$0.00	\$0.00	\$0.00	
8.6.	Onsite Supervisor (M-F)		\$450/day	\$0.00	\$0.00	\$0.00	\$0.00	
8.7.	Onsite Supervisor (Wknd.)		\$550/day	\$0.00	\$0.00	\$0.00	\$0.00	
8.9.	Phone/Fax/Parking/Misc.			\$0.00	\$0.00	\$0.00	\$0.00	
			<i>8.0 Sub-totals</i>	\$0.00	\$0.00	\$0.00	\$0.00	
<b>9.0 Promotional</b>				<b>Vendor</b>	<b>Estimated Cost</b>	<b>Actual Cost</b>	<b>Variance Act.- Est.</b>	<b>Comments</b>
9.1.				\$0.00	\$0.00	\$0.00	\$0.00	
9.2.				\$0.00	\$0.00	\$0.00	\$0.00	
			<i>9.0 Sub-totals</i>		\$0.00	\$0.00	\$0.00	
<b>10.0 Space Rental</b>				<b>Vendor</b>	<b>Estimated Cost</b>	<b>Actual Cost</b>	<b>Variance Act.- Est.</b>	<b>Comments</b>
10.1.				\$0.00	\$0.00	\$0.00	\$0.00	
10.2.				\$0.00	\$0.00	\$0.00	\$0.00	
			<i>10.0 Sub-totals</i>		\$0.00	\$0.00	\$0.00	
<b>11.0 Stage Show Presentation</b>				<b>Vendor</b>	<b>Estimated Cost</b>	<b>Actual Cost</b>	<b>Variance Act.- Est.</b>	<b>Comments</b>
11.1.				\$0.00	\$0.00	\$0.00	\$0.00	
11.2.				\$0.00	\$0.00	\$0.00	\$0.00	
			<i>11.0 Sub-totals</i>		\$0.00	\$0.00	\$0.00	

