

Anatomy

OF A TRADE SHOW BOOTH

RAG & BONE BINDERY ATTENDS THE NEW YORK INTERNATIONAL GIFT FAIR FEBRUARY 2007



BOOTH FEE: 10 X 20 BOOTH	GUM	\$1,250.00	\$1,250.00
A BOOKCASES: LACK [THERE ARE FIVE IN THE BOOTH]	IKEA	\$79.00	\$395.00
B LIGHTING: TJUGOFEM [ATTACHED TO TOP OF SHELVES WITH SMALL SCREWS] IKEA		\$9.00	LAMP: \$90.00
C SAMTID	IKEA	\$35.00	\$35.00
D1 SIGNAGE: IO LABS RHODE ISLAND [TWO SIGNS, ONE LAMINATED TO GATOR BOARD]	IO LABS	\$280.00	\$280.00
D2 FRAMES: RIBBA [THREE SMALL, ONE MEDIUM, TWO LARGE]	IKEA	\$14.99+	\$115.00
E CABINET: AKURUM	IKEA	\$250.00	\$250.00
F SIDE TABLE: EXPEDIT (BOOKCASE TURNED ON EDGE)	IKEA	\$79.00	\$79.00
F BOXES INSIDE SIDE TABLE SHELVES: LEKMAN [LINED WITH PAPER TO HIDE STORAGE]	IKEA	\$10.00	\$40.00
G LAMP: KNAPPA TULPAN	IKEA	\$40.00	\$40.00
H CRIB: HENSVIK	IKEA	\$129.00	\$129.00
I MOBILE [WITH BABY PAPER SWATCHES]	URBAN OUTFITTERS	\$13.00	\$13.00
J1 FOAM CORE WALLS [1/4 INCH THICK, PAINTED, ATTACHED WITH CABLE TIES]	HUNT WHOLESAL	\$14.00	\$112.00
J2 PAINT, ROLLERS, CABLE TIES TO ATTACH TO PIPE & DRAPE	HOME DEPOT	\$45.00	\$45.00
K [NOT SHOWN] PAPER DRESS ON DRESS FORM	HOME	\$0.00	\$0.00
L [NOT SHOWN] TABLE LAMP: ALTAMIRA	HOME	\$300.00	\$300.00
M TABLE & CHAIRS: HERMAN CHAIRS, LOKKA TABLE	IKEA	\$15.00+	\$90.00
N CARPET: TRIMMED AROUND BOARDER TO PREVENT FRAYING	HOME DEPOT	\$150.00+	\$210.00
O CABINET: NO LONGER AVAILABLE FROM IKEA	IKEA	\$79.00	\$79.00
HOTEL ACCOMMODATIONS: ON THE AVE 77TH & BROADWAY	ON THE AVE		\$2,300.00
\$2,300.00			\$800.00
TRAVEL: TRAIN	AMTRACK	\$800.00	\$650.00
SHIPPING: TRUCK RENTAL (DELIVERY TO AND FROM SHOW)	RYDER	\$650.00	\$500.00
SALARY: BOOTH SET-UP - STRAIGHT-TIME, OVER-TIME	RAG & BONE	\$500.00	\$250.00
UNION: CARPENTRY AND ELECTRICAL LABOR AT SHOW	FREEMAN	\$250.00	\$500.00
RENTAL: SPOT LIGHTS, ELECTRICAL	FREEMAN	\$500.00	\$400.00
PRE-SHOW ADVERTISING: POSTCARDS & BOOTH GIVEAWAYS	MODERN POSTCARD	\$400.00	\$250.00
MISCELLANEOUS EXPENSES: TAXI, FOOD, TIPS, ETC	RAG & BONE	\$250.00	\$9,202.00



If you haven't attended a national trade show yet, you may not know what to expect, how to set up the show or even how to begin the process of attending a national show as a vendor. There's plenty of information on the web, so this isn't necessarily a how-to instructional booklet. But rather a breakdown of our own specific expenses involved with attending such a show. Each show is different, and travel and hotel accommodations can make or break your decision to attend a specific show. The figures shown here represent three employees attending a five day show.

The best advice we can offer is to walk a show before attending - acquire a buyer's badge and walk as much of the show as possible to see if this is the event for you. Secondly, ask colleagues what shows they recommend and attend. Finally, most show management companies will provide attendance information from previous shows - how many buyers attended and where they came from - which may help with your decision. Once you've paid for a particular spot in a show, it's time to consider the rest of your expenses. This document outlines our costs to attend the 2007 new York international gift fair.