



Dear Classic Exhibits Distributor Partners:

In conversations with distributors, competitors, and suppliers, they've told us that **exhibitors recognize that design has value, and they are willing to pay for it if it's reasonable and fair.** We estimate that well over 75% of Classic Exhibits distributors now charge for design. Those distributors report **better engagement with their clients during the design process** – faster responses, more details, and fewer revisions.

When creative talents are required for exhibit design, graphic design, or A/V production, there's a very real cost. Design isn't a profit center for us, but it has value and assigning costs, even nominal ones, can assist in identifying clients who are serious about trade show marketing. **Our goal has always been to give you the best chance of closing a sale. That starts with efficient and stunning design.**

**Classic Exhibits charges for creative exhibit design based on the schedule below.** The procedure is meant to be simple and straightforward with a reasonable upfront charge for both purchase and rental designs.

We welcome your comments, opinions, and insights. And as always, we appreciate your partnership.

Sincerely,

Jim Shelman  
General Manager

## DESIGN FEE SCHEDULE

### Request for 3D Max Design Files (kits)

- **No charge**

### Kit Rebrands (no structural changes)

- **No charge** - (1) per project
- Includes adding and/or removing existing kit counters, pedestals, etc.
- **Additional Rebrands: \$100** Per Kit

### Kit Modifications

- **Inlines: \$150 (wholesale)** with two revisions. After two revisions, fee resets to \$150 with two revisions
- **Islands (20 x 20 and 20 x 30): \$300** with two revisions. After two revisions, fee resets to \$300 with two revisions
- **Larger Islands: Quoted**
- **Other** (Accessories, Lightboxes, Charging Stations, Counters, etc.): **\$100**
- **Reconfigurations** to any of the above: **\$50 per inline. \$100 per island**
- **Complex Reconfigurations: Quoted**

### Custom

- **Inlines: \$300** with two revisions. After two revisions, fee resets to \$300 with two revisions
- **Islands (20 x 20 and 20 x 30): \$500** with two revisions. After two revisions, fee resets to \$500 with two revisions
- **Larger Islands: Quoted**
- **Environments: Quoted**
- **Other: Quoted**
- **Reconfigurations** to any of the above: **\$50 per inline. \$100 per island**
- **Complex Reconfigurations: Quoted**

To Get Started Contact  
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