



Pricing for Utrecht Show

All shipping, video, & printing costs paid by customer

	Gold Representation	Silver Representation	Basic Representation
Signage at booth 40cm wide by verticle hang	1m	50cm upper	25cm lower
Stand up banner	Yes		
Tri fold brochures at booth	Yes; front counter	Yes	Yes
Spots in multiple display rack	Yes	Yes	Yes
Catalogues on Desks	Yes	Yes	
Video at booth	Yes; maximum representation	Yes: medium representation	Yes; minimal respresentation
Exposure in our website	Full banner on HP & own webpage	Small banner on HP	click
Advertising mentions	Yes	some	None
Direct leads (for own use only, single project!)	All	All	All
Indirect leads (for own use only, single project!)	All	Single usage	Pay per use
Website lead referral	Yes	Yes	Yes
Giveaways at shows	Yes		
Exclusivity of product category	Semi	1/3	None
Add-on for show full exclusivity of category	\$2,500		
Maximum number of projects	6	6	12
Regular Price	\$7,500	\$5,000	\$3,500
Discount for last minute	\$2,500	\$1,500	\$1,500
Price for Utrecht Show	\$5,000	\$3,500	\$2,000