

## 2017 Booth Package Comparison & Pricing

**Standard** and **Premium Location** options in the exhibitor area are available for 2017. Premium Location booths are expected to draw larger amounts of foot traffic than Standard Location booths.

Exhibitors are required to choose between **Classic** and **Gold Booth Packages** that include an array of booth amenities and furnishings.

See the grids below for price comparisons between Standard and Premium Locations, Classic and Gold Booth Packages, and examples of the cost of 2016 Standard Location booths with upgrades that are now included in the 2017 packages.

### Classic Booth Package

2017 PRICE	<u>Standard Location</u>		<u>Premium Location</u>	
	Member Price	Non-Mem Price	Member Price	Non-Mem Price
	\$3,500	\$6,300	\$5,300	\$8,300

- \* Basic Booth package includes:
- Backwall w overlay graphics
  - Bistro Table
  - 3 Tall Barstools
  - Lit Rack
  - 200# materials handling
  - Power Drop
  - WiFi

**Note: Exhibitor Booths Will NOT Include Sidewalls for 2017.**

### Example of the cost of a 2016 Standard booth w upgrades that are now included.

2016 Booth price	\$3,250
200# materials handling	incl
Power Drop	incl
Wifi	incl
back wall overlay graphics	\$1,500
Bistro Table x 3 stools	\$1,200
Lit Rack	\$250
<b>2016 Price w equivalent upgrades</b>	<b>\$6,200</b>

### Gold Booth Package

2017 PRICE	<u>Standard Location</u>		<u>Premium Location</u>	
	Member Price	Non-Mem Price	Member Price	Non-Mem Price
	\$5,600	\$8,300	\$7,300	\$10,300

- \* Gold Booth package includes:
- Smart Panel Backwall w overlay graphics
  - 2 Club chairs (Allegro or Monoco)
  - Ottoman or Cubes
  - Built in Counter or MRE counter w overlay graphics
  - 40" monitor
  - Lit Rack
  - 200# materials handling
  - Power Drop
  - WiFi

**Note: Exhibitor Booths Will NOT Include Sidewalls for 2017.**

### Example of the cost of a 2016 Standard booth w upgrades that are now included.

2016 Booth price	\$3,250
200# materials handling	incl
Power Drop	incl
Wifi	incl
back wall overlay graphics	\$1,500
2 Allegro Chairs	\$4,200
2 Vinyl Cubes	\$1,600
MRE Counter w Overlay Graphics	\$995
Lit Rack	\$250
<b>2016 Price w equivalent upgrades</b>	<b>\$10,195</b>