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**Nomadic**  **Display**<sup>®</sup>

Is the  
**rental**  
**revolution**  
Right for You?

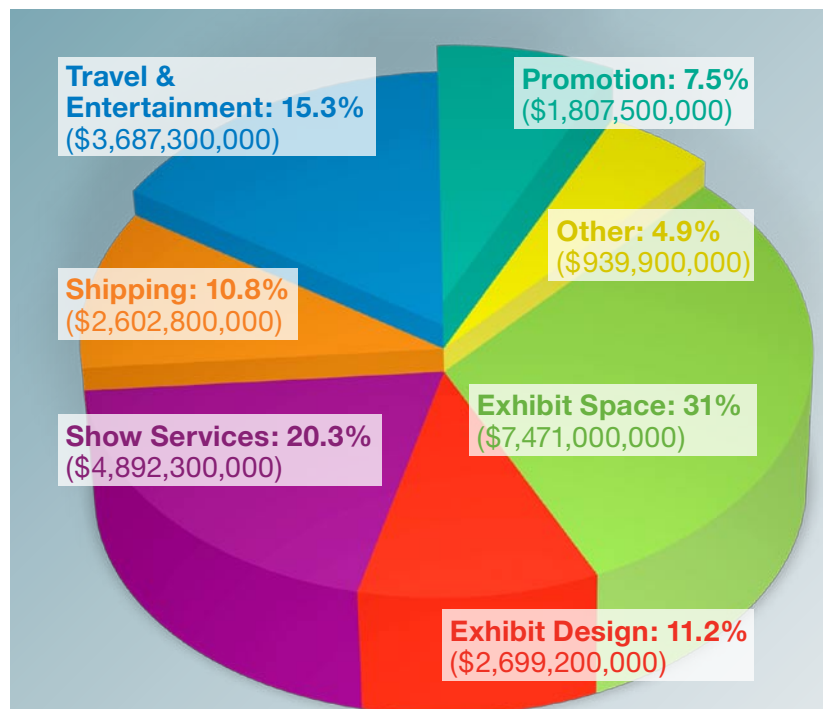
# preface

Every dollar counts. That's true everywhere, but especially relevant in today's competitive business environment, where success is measured by the figure on the bottom line.

Marketing managers are expected to produce more results with fewer resources, making it essential that every dollar spent is being utilized to its best advantage. To be successful, upper management evaluates trade shows and corporate events on their ability to produce a positive and measurable return.

According to the Center for Exhibition Industry Research (CEIR), companies spend over \$24 billion annually on trade shows. Trade shows have proven to be more effective in achieving sales and marketing objectives, but they also command the significant share of the average marketing budget.

The fixed expenses related to trade shows and events can be expensive. As you can see, exhibit space accounts for over 30% and show services require another 20%. So savvy managers are forced to look to the remaining variable expenses to save money: including staff travel and entertainment, promotion, and increasingly, display properties.



# The changing role of Display Properties



The exhibit, in and of itself, used to be sufficient to meet a company's goals and objectives. That has changed. Public demand for more interaction at live events, means the display now serves as the environment for expressing your brand and facilitating the sales process. Your exhibit acts as a silent ambassador, conveying your corporate image while supporting the face-to-face efforts of your sales team to communicate with prospects and customers.

While the exhibit is important, it is no longer the only element necessary to have an effective program. As such, the proportion of the budget consumed by the display comes under scrutiny. If there is a way to reduce the cost of the display – while getting the same benefits and results from its use – additional resources could be freed up to pay for other, equally vital aspects of your program.

Just a few years ago, if you wanted to ensure you had a dynamic, effective display, your only option was to purchase a custom exhibit. If you wanted to reduce costs by renting an exhibit, you had to make do with generic, one-size-fits-all, often unimaginative displays. This is no longer true.

Today's top exhibit producers are offering rental displays that are fresh, dynamic, compelling to visitors and customized to meet your unique needs. **Now exhibitors can enjoy all of the benefits of custom design impact – effective brand communication, and functionality – and still save money.**



# rent or buy:

## What's Right For My Company?

While the desire to save money may be universal, each company has their own unique set of criteria for their decision making process. Three common factors effect the decision making process. They constitute the constraints under which all programs must function. They are **performance**, **time** and **cost**.

Only after carefully considering these factors will you be able to determine if renting or buying a display is the best option for your company.

### Performance

Display performance is defined by your design requirements and frequency of use.

Your event program may require different configurations to suit different space sizes or alterations to target different audiences. These are not always efficiently achieved with the purchase of a single display. Rental displays often use light-weight modular components which are best suited to being rearranged to form unique design solutions. They provide you with the freedom to meet event specific requirements.

Your company may be interested in test marketing a new product or entering a new market. Renting a display offers you the



ability to undertake these opportunities with minimal financial obligation.

Your company may own a smaller exhibit for use at multiple shows but take a larger space for that once-a-year national event. A one-time rental may be just what you need whether it's a whole new display or elements to expand your existing property such as greeting stations, interactive kiosks, audiovisual presentations, or even storage.

If your company is new to trade shows, renting your display is a low cost way to enter a new marketing medium. Why not experience a trial run before committing to a display purchase? Some companies may allow you to apply a portion of the rental cost towards a purchase.

Exhibits rent for about 25-30% of their purchase price. So if you don't plan to use the same display at least three times in an annual fiscal year, it usually makes sense to rent.

## Time

Major company purchases are passing through 4-5 key decision makers. Even when the budget is approved and a vendor selected, there may not be time for the production of a purchased display. Because rental displays are designed using repeatable components already in inventory, the time to produce a display is significantly reduced.

Your company may book a new event on short notice when existing display properties are already committed. Or you may have events scheduled too close to risk shipping your display from one event to the next. A rental display can quickly fill your temporary resource "gap."

## Cost

Displays are viewed as a variable expense that effects bottom line financials. Consider your company's preferences for how costs are recorded. Ask yourself:

- 1: Does my company prefer to retain its cash and appear more profitable to its shareholders?
- 2: Would my company prefer to add a display as an asset to its balance sheet which may be depreciated over its useful life (typically 3 to 5 years)?
- 3: Will it be difficult for me to secure approval for a one-time capital expenditure to purchase a display?

Companies that prefer to retain their cash rather than making a capital investment, will see the financial benefits of renting a display.

Reducing your operating expenses by renting a display can free up funds to be used on other areas of exhibit marketing.



In some cases, exhibit rentals are bundled together as a turn key or all-inclusive package. Purchasing some or all of your services from a single-source may enable you to realize additional discounts. Turn key solutions may include customized design rendering, graphic production, structures, lighting, delivery, step-by-step installation instructions, labor supervision and pick-up.

Even greater savings can be achieved on transportation when you rent a display in the city in which it will be used.

And finally, rental displays offer savings by eliminating all ownership costs. Those often "hidden" costs may include monthly storage, in and outbound inspection, repairs, refurbishment, upgrades and disposal.

# Perform Your Own analysis

This is key to helping you clarify your exhibit acquisition decision. We prepared the examples below based on a typical 10' X 20' display, used in Chicago and shipped from a warehouse on the East Coast. Storage numbers were derived using average Boston costs. Obviously, your numbers may vary, and you'll want to use the figures relevant to your organization.

This illustration is for an exhibit used **once per year**.

	Rent	Purchase
Architecture	\$4,200	\$12,590
Graphics	\$5,450	\$5,450
Storage	—	\$4,200
Transportation*	\$2,250	\$2,250
Drayage	\$1,750	\$1,750
Labor	\$3,500	\$3,500
<b>Total</b>	<b>\$17,150</b>	<b>\$29,740</b>

This chart illustrates costs of the same exhibit rental vs. purchase for **three uses in a year**:

	Rent	Purchase
Architecture	\$12,600	\$12,590
Graphics	\$5,450	\$5,450
Storage	—	\$4,200
Transportation*	\$6,750	\$6,750
Drayage	\$5,250	\$5,250
Labor	\$10,500	\$10,500
<b>Total</b>	<b>\$40,550</b>	<b>\$44,740</b>

\*Unless you rent in the city in which it will be used.

Below is a blank worksheet so you can calculate your own cost scenario. Work with your display company/exhibit house to capture all relevant costs.

Architecture	
Graphics	
Storage	
Transportation	
Drayage	
Labor	
<b>Total</b>	

rental

Architecture	
Graphics	
Storage	
Transportation	
Drayage	
Labor	
<b>Total</b>	

purchase



Is the rental revolution Right for You?



## summary

There are many factors to consider when choosing display properties for your next event. You want a display that communicates your brand and conveys your marketing message, one that attracts visitors' attention and invites them to interact

with your staff. And you want to do so in a cost effective manner. Careful examination of your performance, time and cost constraints should help you determine which acquisition method is best for you.