

# Is Renting Right For You?

RENT?

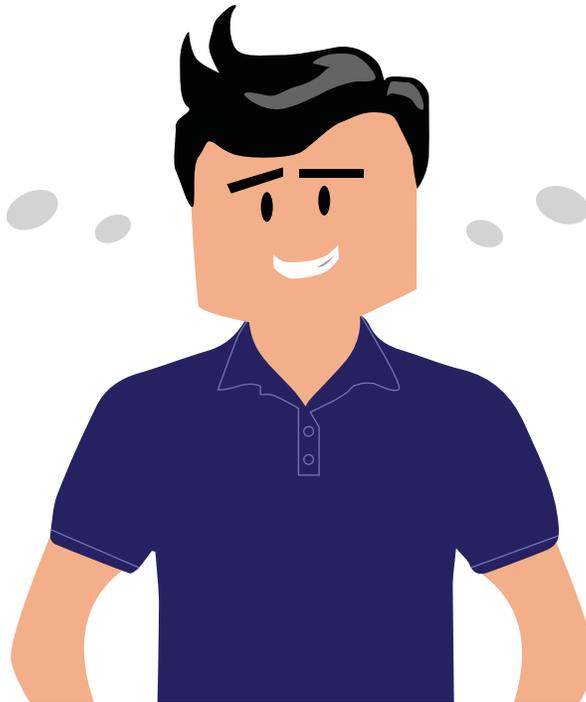


20' x 20'

BUY?



10' x 10'



In today's evolving business climate, marketers are tasked with more, and asked to minimize budgets to accomplish more goals. As a result of this prevailing ethos, it is challenging for marketing professionals to plan, coordinate and execute successful trade show campaigns where they have a captivating, impactful presence without breaking

the budget. Luckily, there are cost-effective options for exhibitors that can help minimize their spending, but still maximize their impact at a trade show or special event. Innovative approaches and display rental options now make it easier than ever to manage a trade show campaign on time, and within the prescribed budget.



Inline displays



Deck systems



Fabric displays



Outdoor event solutions

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# The Case for Rental

The costs associated with exhibiting at a trade show can be staggering. According to the Center for Exhibition Industry Research (CEIR), exhibitors spend on average over \$15 billion annually on trade show services, displays and purchasing exhibit space. That number--while large-- only accounts for 62.5% of annual trade show cost, not factoring in travel, booth cost, promotions, shipping and other miscellaneous expenses. Trade shows are a must-have component of many marketing programs for

client relationship building and prospect lead generation, yet can be a costly investment. It is vital for marketers to squeeze the most out of every dollar spent. Renting an exhibit or related display accessories can be a cost-effective option for an organization looking to exhibit at an industry event or one that wants to have a larger, more impactful display and presence at a trade show. This guide will help you decide if renting is the appropriate solution for your organization.



# Time

How much time do you have before your event? The answer to this question will direct every decision you make during planning. Ideally, you want to begin planning for a trade show at least 90-days in advance, but sometimes your timeline only allows for a few weeks. The exhibit creation process is based on turnaround times, which is the total time it takes between placing and approving

an exhibit order to being ready to ship. Many dealers offer rental displays that are off-the-shelf and ready-to-ship, which shorten turnaround times, and can help the time-sensitive exhibitor meet their exhibition needs faster than if they had purchased a display. Below is a table reflecting the typical turnaround times for a variety of rental display solutions:

## Turnaround:

Display Type/Size	Average Turnaround (Rental)	Average Turnaround (Purchase)
10' x 10' (velocity, smartwall, hybrid pro)	6 days	6-14 days
10' x 20' (orbital truss)	7 days	10-14 days
20' x 20' (wave, fusion, hybrid pro)	11 days	21 days
Fabric Hanging Signs	4-5 days	5-10 days
Display Accessories, Counters, Kiosks, etc	4-5 days	5-10 days

Whether trying to book a show last minute or finding a quick temporary replacement for a broken, damaged or lost booth, short turnaround needs are a reality of exhibiting. Rental exhibits are ready to ship faster than purchased exhibits and allow for extra timeline flexibility when needed.

## Time Advantages:

- Solves scheduling conflicts
- Gives exhibitors the chance to book shows on short notice
- Broadens the number of trade shows an exhibitor can attend
- Quickly replace broken or poorly maintained displays
- Cuts down on time it takes to be ready for shipment

### A word to the renter:

*The time rental exhibits save you can be invested in determining staffing requirements, developing an exhibit schedule and planning staff training sessions.*

# Adaptability and Usage

No two trade shows are identical. As such, the needs of the multi-event exhibitor are bound to change from event to event. While one primary exhibit may work for the majority of events on an organization's calendar, there may be a few instances in which another exhibit--whether a different size or featuring different graphics--may be necessary. Renting a trade show exhibit gives you the flexibility to tailor your exhibit space to your needs quickly and at an average lower cost.

Below is a chart that illustrates some of the rental exhibits available. Let's say you need to exhibit at three different shows throughout the year. Each event has a different size and demographic, so you will need more than one exhibit to make the best impact possible. If you were to rent all three exhibits listed below your total cost would be around \$26,510, while purchasing the same exhibits would cost you around \$58,220, which would be a 55% increase in trade show display spending.

Rental Kit	Rental MSRP	Purchased Kit	MSRP
 <p>Hybrid Pro Kit 03</p>	\$1,970- \$2,300		\$3,300- \$3,800
 <p>Hybrid Pro Kit 10</p>	\$4,790- \$5,630		\$10,720- \$12,600
 <p>Hybrid Pro Kit 20</p>	\$19,750- \$23,200		\$44,200- \$52,000

# Adaptability and Usage

The added adaptivity and multi-use capabilities of rental exhibits gives exhibitors the flexibility needed to stay competitive at industry events without breaking marketing budgets.

## Adaptability Advantages:

- Renting allows size, shape, and design features to vary show to show giving a fresh new look at each event
- Have flexibility to participate in an event if existing assets are being used in another event
- Add accessories such as counters, light boxes and kiosks to add an updated, dynamic look to an older exhibit
- Renting gives you the chance to try out different exhibit types before you purchase one to evaluate what works best for your team
- Rebrand or update messaging are easily with rental hardware
- Maintain a modern look year-after-year at a fraction of the cost

### A word to the renter:

*A smart renter can rent two or three different exhibits in a year for the cost of one.*

*I understand the time and savings part, but what if I feel like a change of pace?*

*Simple, rentals come in a variety of sizes and designs. You can change up your look multiple times while paying a fraction of the cost of buying!*



# Cost

Typically - as a rule of thumb - trade show budgets should have at least a 10% cushion built in to cover overages in shipping, drayage and other unforeseen expenses. By renting an exhibit, you can drive down some of the costs that come along with owning or purchasing a new exhibit.

A cost-conscious exhibitor can rent the hardware for their exhibit for a fraction of the cost of purchasing, in many cases saving 40-60%. Below is a table illustrating the average cost of renting versus purchasing an exhibit and average savings for each scenario exhibitor can save:

## Cost comparison:

Kit Size	Rental Kit Average MSRP	Purchased Kit Average MSRP	Average Savings
10' x 10'	\$2,100 - \$4,700	\$3,800 - \$11,000	<b>54%</b>
10' x 20'	\$3,400 - \$9,000	\$5,900 - \$20,600	<b>52%</b>
20' x 20'	\$11,600 - \$20,000	\$23,200 - \$44,600	<b>53%</b>

Additionally, if your organization is new to exhibiting and you are still in the process of trying to decide which display will best suit your needs, a rental display can help you find the right fit for your organization before you buy so you can be sure of your purchase.

### A word to the renter

*Renting an exhibit from a trade show provider in the show's city will save you even more time and money.*

## Cost Advantages:

- Saves on budget space for other expenses or a larger booth
- Avoid capital investment in trade show hardware
- Cut storage and maintenance fees
- Leverage opportunity for bigger impact with lesser cost
- Break up exhibit purchasing by renting-to-own

## REAPPLY SAVINGS FOR:



TRAVEL



PROMOTIONS



BOOTH STAFFERS



CLIENT/PROSPECT DINNERS



MARKETING COLLATERAL



BOOTH SPACE

# Custom Needs

While renting an exhibit can be the right trade show solution for a multitude of exhibiting situations, renting is also an option for custom exhibits where the exhibitor is trying to maximize value and minimize cost. If your exhibit needs certain unique props, conference rooms, a stage or specialized

product displays, a rental structure may be the best option for your needs. Renting can help offset the cost of a one-of-a-kind custom exhibit because you can rent counters, lighting, hanging signs, kiosks, fabric accents, monitor mounts and more.

## Custom Advantages:

- Rent different accessories from event to event giving you an even more custom look
- Determine which accessories work best with your purchased custom design without having to buy them first
- Minimize cost, while maximizing impact

## A word to the renter:

*Custom exhibits are one of the best ways to make a lasting impact at a trade show. Renting the right accessories for a custom booth can help make an even bigger impact at less cost.*



# Conclusion

The decision of whether to rent or purchase a display for your next event relies on many factors. Keep in mind which option will let you best communicate your branded message and attract interested visitors to your space. Whichever option you choose, make sure you are comfortable with the time, cost and performance capabilities of your investment.



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