

IWF 2012 Incremental Tiered Rate Pricing Info Sheet

The IWF 2012 exhibit space rates for returning contracted IWF 2008 or 2010 exhibitors

- For exhibitors contracting for 3,999 sq. ft. of exhibit space or less, the rate is US\$17.05 per sq. ft.
- For the next 2,000 sq. ft. of contracted exhibit space the rate is US\$14.95 per sq. ft.
- For the next 2,000 sq. ft. of contracted exhibit space the rate is US\$12.85 per sq. ft.
- For the next 2,000 sq. ft. of contracted exhibit space the rate is US\$10.75 per sq. ft.
- For all additional contracted exhibit space the rate is US\$8.65 per sq. ft.
- If exhibitor uses a multi-story exhibit, there is an additional cost of US\$8.53 per sq. ft. for the elevated area.

The IWF 2012 exhibit space rates for all other contracting exhibitors

- For exhibitors contracting for 3,999 sq. ft. of exhibit space or less, the rate is US\$18.75 per sq. ft.
- For the next 2,000 sq. ft. of contracted exhibit space the rate is US\$16.45 per sq. ft.
- For the next 2,000 sq. ft. of contracted exhibit space the rate is US\$14.15 per sq. ft.
- For the next 2,000 sq. ft. of contracted exhibit space rate is US\$11.85 per sq. ft.
- For all additional contracted exhibit space the rate is US\$9.55 per sq. ft.
- If exhibitor uses a multi-story exhibit, there is an additional cost of US\$9.38 per sq. ft. for the elevated area.

The examples below illustrate how the new IWF 2012 incremental tiered exhibit space rate pricing is applied to calculate the cost of exhibit space for companies that will be contracting for 4,000 sq. ft. or more. Each example also reflects the cost savings on a per square foot basis.

Company A:

Exhibited in IWF 2010, is eligible for a member discount and contracts for 4,500 sq. ft. of exhibit space

cost of 3,999 sq. ft. is: $3,999 \times \$17.05 = \$68,182.95$
cost of additional 501 sq. ft. is: $501 \times \$14.95 = \$ 7,489.95$

Exhibit space cost: \$75,672.90
Less their member discount: -\$15,134.58

Total Exhibit Space Cost: \$60,538.32 Average Cost per Sq. Ft.: \$13.45

Company B:

Did not exhibit in IWF 2008 or 2010, is not a member and contracts for 6,800 sq. ft. of exhibit space

cost of 3,999 sq. ft. is: $3,999 \times \$18.75 = \$74,981.25$
cost of next 2,000 sq. ft. is: $2,000 \times \$16.45 = \$32,900.00$
cost of additional 801 sq. ft. is: $801 \times \$14.15 = \$11,334.15$

Exhibit space cost: \$119,215.40
Less the 3,000 sq. ft. space size discount: -\$ 17,882.31

Total Exhibit Space Cost: \$101,333.09 Average Cost per Sq. Ft.: \$14.90

Company C:

Exhibited in IWF 2008 or 2010, is eligible for a member discount and contracts for 20,000 sq. ft. of exhibit space

cost of 3,999 sq. ft. is: $3,999 \times \$17.05 = \$68,182.95$
cost of next 2,000 sq. ft. is: $2,000 \times \$14.95 = \$29,900.00$
cost of next 2,000 sq. ft. is: $2,000 \times \$12.85 = \$25,700.00$
cost of next 2,000 sq. ft. is: $2,000 \times \$10.75 = \$21,500.00$
cost of additional 10,001 sq. ft. is: $10,001 \times \$ 8.65 = \$86,508.65$

Exhibit space cost: \$231,791.60
Less their member discount: -\$ 46,358.32

Total Exhibit Space Cost: \$185,433.28 Average Cost per Sq. Ft.: \$9.27