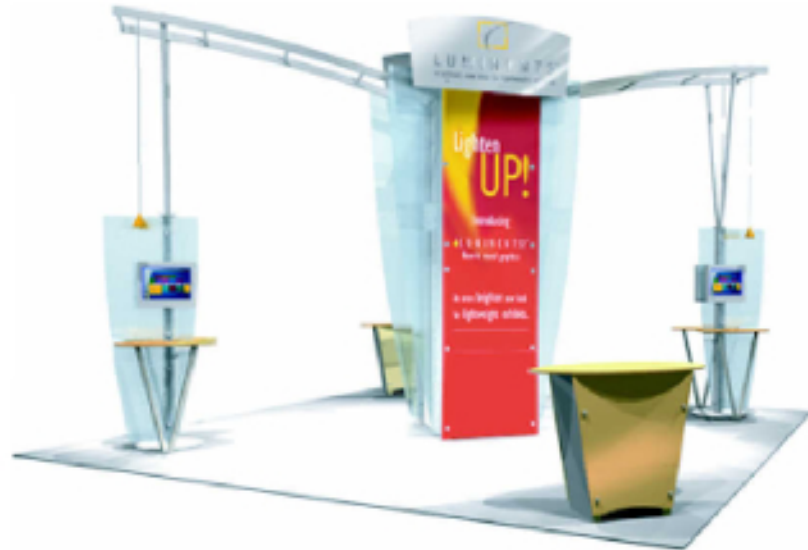


SAVE Your Company Over \$123,000 In Just 2 Years!



LUMINENTS vs. Custom: A Cost-of-Ownership Value Study

This analysis is based on a 4-show annual schedule with a 20' x 20' island exhibit. The shows are in Las Vegas, New York, Chicago and Orlando with the exhibit returning to San Diego, CA after each show.

	LUMINENTS*	Custom
Purchase Price	\$60,000	\$60,000
Packaging	3 Cases – 2' x 2' x 8' 2 – Carpet Bags	4 Crates – 4' x 4' x 8' 2 – Carpet Bags
Dimensional Weight	1,292 lbs.	5,879 lbs.
Shipping Costs: 4 round trips using dimensional weight	\$22,267/year	\$61,666/year
Drayage Costs: Average cost of \$75 per 100-weight (CWT) of Dimensional Weight	\$3,977/year	\$14,438/year
Storage: Based on average rates of \$0.24/cubic foot for crates, \$40 per month for cases and \$15.00 per month for carpet bag.	\$1,800/year	\$2,200/year
Installation/Dismantle: Based on average of \$75 per hour plus 30% supervision fee.	24 hours/show \$9,360/year	40 hours/show \$15,600/year
Refurbishment: Custom is based on a 20% industry average for year two. LUMINENTS is based on 3% from experience	\$1,800/year two	\$12,000/year two
Total Cost for First Year	\$97,404	\$153,904
Total Cost for Second Year	\$39,204	\$105,904
Total Cost for Two Years	\$136,608	\$259,808
Savings	\$123,200	



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