

Think Custom Rental when you want



- a one-time presentation to keep pace with your rapidly changing business needs
- a custom display solution that fulfills your design requirements without compromise
- to make a bigger impact with a smaller budget
- freedom from multi-year contracts that don't anticipate future marketing demands
- to control costs by eliminating all ownership expenses
- to reallocate your property management savings to promote your event programs or improve ROI
- to avoid the red tape required for capital expenditure approval
- flexibility to meet the uncertainty of your future budget

20' x 30' Island Case Study

Assumes 1 show per year from Washington, DC to Dallas, TX

	Purchase	Custom Rental
Price	\$42,671	\$29,899
Shipping ¹	\$4,369	\$4,369
Drayage ²	\$1,964	\$1,964
I&D ³	\$2,844	\$2,844
Total Show Expense	\$9,177	\$9,177
Annual Storage ⁴	\$3,600	\$0
Return Inspection ⁵	\$710	\$0
Repair Expense ⁶	\$200	\$0
Disposal	\$600	\$0
Property Taxes ⁷	\$975	\$0
Total Ownership Expense	\$5,110	\$0
Total Expense	\$56,958	\$39,076
Display Savings		\$12,772
Ownership Savings		\$5,110
Annual Income Tax Savings⁸		\$6,784
Total Savings		\$24,666

1 Display packs in 3 RollMax cases - Total Dimensional Weight: 2,550 lbs.

2 based on \$77 per 100 CWT

3 based on average straight time of \$79

4 based on average of \$100 per case per month

5 after one event based on EDPA average of \$71 per hour

6 average, after one event

7 Avg of annual assesment over 7yr pd assuming tax rate of 4.57%, 10% depreciation of original value per annum for years 2-6 and 20% in years 1&7

8 Assumes MACRS system GDS, 7yr recovery pd using 200%DB/Half-Year & 34% income tax rate, \$0 claimed for Sec 179 deduction and 0% for special depreciation allowance.