

EXHIBIT PRICING

Exhibit Pricing

Indoor exhibits will be located in exhibit halls A – F at the Kay Bailey Hutchison Convention Center in Dallas, TX.

Exhibitors with contracts submitted after the priority placement deadline (August 2018) would not be included in the booth placement appointments which took place in September 2018. In addition, after the conclusion of booth sales onsite at the 2018 SGIA Expo, exhibitors, once qualified, will be placed on a first come first served basis provided they have submitted a signed contract.

Pricing colors (peach – prime, and purple, standard) outlined on the chart below will correspond with the color of the booth on the live floor plan.

SQUARE FEET	PRIME	COST/100 square feet	STANDARD	COST/100 square feet
12,000 & Up	\$28.00	\$2,800.00	\$26.00	\$2,600.00
9,000 – 11,999	\$28.50	\$2,850.00	\$26.50	\$2,650.00
6,000 – 8,999	\$29.00	\$2,900.00	\$27.00	\$2,700.00
3,000 – 5,999	\$29.50	\$2,950.00	\$27.50	\$2,750.00
800 – 2,999	\$30.00	\$3,000.00	\$28.00	\$2,800.00
400 – 799	\$30.50	\$3,050.00	\$28.50	\$2,850.00
0 – 399	\$31.00	\$3,100.00	\$29.00	\$2,900.00

Prime Pricing is what we have determined as the front of halls, closer to the entrances.

Standard Pricing is what we determined to be the back and sides of halls, depending on location, there will still be strong attendee traffic.

This new pricing structure allows exhibitors to choose a location and exhibit space that best meets their budget and needs and allows for more opportunity for exhibitors of all sizes.

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Payment Terms and Schedule

1. 10% deposit due within (7) business days of submitting a signed contract (Only for exhibit space booking prior to January 2019)
2. 40% payment due January 15, 2019 (total amount collected to this date should be equal to 50%)
3. After January 15th – 50% of the total booth space price will be due within (10) business days
4. Final 50% will be due on or before June 14, 2019

Due to PCI Compliance, SGIA does not store credit card or bank information, thus, we do not auto charge your account on the dates outlined above.

Credit card payments will need to be authorized through our online payment processing portal or a card number can be provided over the phone to be charged by our team.

- [Make a payment online](#) (a 3% convenience fee will be added to each credit card transaction)
- [Make a payment by wire transfer](#)
- [Make a payment by ACH](#)

Need help or an invoice? Email us at exhibit@printingunited.com.

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