

FAQS: UNDERSTANDING YOUR PRONTO KIT PRICE

PRICING & WHAT'S INCLUDED

1. What does the price shown in the configurator include?

The price reflects the booth kit itself — including the structure, integrated overhead lighting (where shown), SEG fabric graphics, selected accessories, and engineering. It does not include show services that vary by event or venue.

2. What costs are quoted separately?

Shipping, installation & dismantle (I&D) labor, carpet or flooring, electrical, rigging (if required), material handling, cleaning, sales tax, and other show-required services are quoted separately once your event details are known.

3. Are backlit graphics included?

No. Backlighting is not included in standard Pronto Kits. Some configurations include overhead lighting, and backlit graphic upgrades may be available as custom options.

4. Why aren't show services included in the price?

These services are controlled and priced by convention centers and official show contractors and vary by location, venue, and show rules.

RENTAL VS PURCHASE

5. What are the pros and cons of renting a booth?

Pros:

- Lower upfront investment
- Ideal for one-off events or testing a new show
- No long-term storage commitment
- Flexibility to change designs year to year

Considerations:

- Higher cost per show over time
- Limited structural customization

- Graphics are typically event-specific
- No asset ownership

6. What are the pros and cons of purchasing a booth?

Pros:

- Lower cost per show across multiple events
- You own the structure and graphics
- Easier refreshes for future shows
- Builds a long-term exhibit program
- Eligible for Exhibit Management Program services

Considerations:

- Higher upfront cost
- Storage and maintenance fees apply
- Requires longer-term planning

AFTER THE SHOW & ASSET MANAGEMENT

7. If I purchase a booth, what happens after the show?

Your booth returns to The Trade Group for inspection, refurbishment if needed, and secure storage. We prepare it for future events based on your schedule.

8. What is the Exhibit Management Program?

It's The Trade Group's asset management system that gives you visibility into the structures, graphics, and components you own. Through the program, you can activate your booth for upcoming shows with a simple request and track refreshes or changes over time.

9. Do you offer storage for purchased booths? What does it cost?

Yes. Storage is available through The Trade Group and typically ranges from **\$2,000–\$6,000 per year**, depending on the size of your booth and how often it ships. Exact pricing is confirmed after fabrication.

(You can adjust that range internally if needed.)

DESIGN & BUILD DETAILS

10. Are the graphics seamless?

Yes. Pronto Kits use SEG fabric graphics that fit flush into the structure for a clean, custom appearance.

11. What type of lighting is included?

Some kits include overhead lighting options as part of the structure. Backlit graphics are not included unless specifically quoted.

12. Can I update graphics or accessories later?

Absolutely. Purchased kits can be refreshed with new SEG graphics, counters, kiosks, or layout adjustments for future events.

PROCESS & NEXT STEPS

13. What happens after I submit my configuration?

A Trade Group expert reviews your design, confirms requirements, and prepares a full event-ready estimate once your event and venue details are known.

14. Can The Trade Group manage my entire trade show program?

Yes. We offer turnkey services covering design, fabrication, logistics, installation, storage, and long-term program planning.

BUDGET PLANNING

15. Can you help me estimate total event costs?

Yes. Once the show is identified, we provide a complete event budget including the booth kit plus anticipated show services.

16. Why should I trust these early estimates?

Our team supports hundreds of events annually and uses historical data to guide early-stage planning.