

TO BUY OR TO RENT?

THAT IS THE QUESTION!

The decision to purchase an exhibit or to rent one can be confusing. Below is a checklist where you can determine which solution is the best for your company.

OWN

- Every detail is customized to your exact specifications.
- The exhibit is available whenever you need it.
- You are responsible for storage, refurbishing or disposal, and inventory management
- Headers & other graphics can be reused.

Budgets:

- Larger initial investment
- Purchase may require capital funding. (pre-planning at the time of budgets)
- The expenditure can be depreciated.
- The expenditure can be amortized over several years.
- Purchase may not allow for additional expenses for other shows and for promotionals, hospitality or live demonstrations.

Short Term vs Long Term:

- Purchase allows company to brand itself with a consistent look.
- Good option if exhibiting at a number of shows.
- Does not allow a unique strategy to be taken at selected shows for selected markets without planning prior to purchase.

Program Exceptions

- Exhibit may not fully accommodate shows when there is a scheduling conflict.
- May not allow flexibility for an unusual booth configuration.

Program Look and Feel:

- Custom look and feel.
- Graphics can be integrated into the exhibit design for continued use.

RENT

- May not fit your exact specifications and require some customization
- It may not be ready whenever you need it (another company is renting it.)
- You are not responsible for storage, refurbishment or disposal or inventory management expenses.
- Headers and some graphics may not be reusable since from one show to the next you may have to rent different structures with different support structures

Budgets:

- Smaller initial investment
- No capital funding process
- No depreciation
- Expenditure applies to one year's budget only
- Rental allows funds to be shifted to other shows, promotionals, hospitality or live demonstrations

Short Term vs Long Term:

- Rental does not provide consistent booth structure for several years
- Good option for one-time use applications
- Allows a unique strategy to be taken at selected shows of selected markets.

Program Exceptions

- Accommodate one-time uses such as a show schedule conflict.
- Can be designed to fit an unusual booth configuration.

Program Look and Feel:

- May require modification to achieve look and feel desired.
- Graphics may not be reusable.

Use the following worksheet to think through which program is best suited for your company.