

Booth Advertising Value for a booths at Reno Earth Day event

(based on same analysis used for sponsorships)

Description	Explanation of Value	Formulas					Total Est. Impressions	Media Type	Indiv Type Value	Total AVE
			Baseline	# Locs	% crowd	% space				
Minimum booth 10x10, sponsors w/ at least 2 sides	Most of crowd circulates to see all booths at least once. At least 30% of	Visibility of 10x10 booth = 80% of crowd to wander for at least 2 IMP	25000	2	80%	100%	40000	On Site Signage	\$ 27	\$ 1,080
(Note, prominent signage important).	IMP's gained from handling out materials.	30% of crowd engaging w/ booth@5 IMP ea. (Distributed material a bonus).	25000	5	30%	100%	37500	Face to Face	\$ 50	\$ 1,875
							77500	10x10 booth		\$ 2,955
Booth 10x20 feet	Most crowd circulates to see all booths at least once-more IMP for larger profile.	Visibility of 10x20 booth = 80% of crowd to wander for at least 4 IMP	25000	4	80%	100%	80000	On Site Signage	\$ 27	\$ 2,160
	Expect 50% of attendees engage with prominent booth. Exponential IMP's gained from handling out materials.	50% of crowd engaging w/ booth@5 IMP ea. (Distributed material a bonus). Booths also more likely to be photoed	25000	5	50%	100%	62500	Face to Face	\$ 50	\$ 3,125
							142500	10x20 booth		\$ 5,285
Any size area wanted, assumes visibility from min. 3 sides	Most of crowd circulates to see all booths at least once-Multiple IMP for large activity areas.	Visibility of booth = 90% of crowd to wander for at least 4 IMP	25000	4	90%	100%	90000	On Site Signage	\$ 27	\$ 2,430
	At least 60% of attendees engage with large feature activity areas. Exponential IMP's gained from handling out	60% of crowd engaging w/ booth@5 IMP ea. (Distributed material a bonus).	25000	5	60%	100%	75000	Face to Face	\$ 50	\$ 3,750
							165000	10x10 booth		\$ 6,180