

# GET YOUR **FREE**\* LITE SYSTEM!

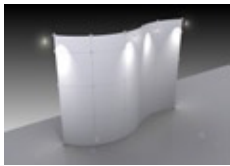
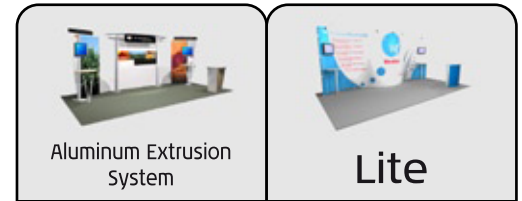
\*When you purchase your new LITE system, not only will you get a versatile and unique modular system but, thanks to its lightweight design, you can **SAVE** on shipping costs, drayage costs, installation costs, storage costs, refurbishment costs! So much so, over two years you'll save enough to buy a second LITE display. It's like getting a **FREE** exhibit simply by choosing LITE for your next event.



## that**litething**

Visit our web site for details on thatlitething:

<http://www.american-image.com/products/panel/litething.html>



Purchase price 10' x 20'	\$ 30,000.00	<b>\$ 28,000.00</b>
Packaging	2-30 by 28 by 91 cases	4-23 by 30 by 40 cases
Dimensional weight	2200 lbs	600 lbs

Shipping costs: 4 round trips to New York, Orlando, Chicago, Las Vegas	\$ 21,972.00	\$ 11,548.00
Drayage costs: Average cost of \$80 per 100 weight of dimensional Weight	\$ 7,040.00	\$ 1,920.00
Storage: Based on average rates \$0.24 / cubic foot for crates, \$40 per month per case	\$ 3,240.00	\$ 1,920.00
Installation / Dismantle based on an average of \$75 per hour plus 30% supervision fee	\$ 4,290.00	\$ 1,800.00
Refurbishment: based on 3% on Aluminum system and lite from experience	\$ 900.00	\$ 900.00

total cost for first year	\$ 66,542.00	\$ 45,188.00
total cost for second year	\$ 37,442.00	\$ 18,088.00
total cost for two years	\$ 103,984.00	\$ 63,276.00

<b>SAVINGS</b>	<b>\$ 40,708.00</b> A free LITE booth and more!
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