



IDEAS360°
a BRAND DESIGN agency

ESTIMATE FORM

date: 2014-10-15

status: awaiting approval

customer: Ricoh Imaging North America

estimate number: ideas-0021-C

job number: N/A

sales representative: house

project type: ideas360° client

project name: CES 2015 RICOH BOOTH

simple project description: Direct the dancing/shooting presentations Write a script for speaker(s) Secure a dance troop (3 performers) Hire Performers - 6-7 minutes each on the hour starting at noon each day until 4 pm (5 performances x 3 days = 15) Hire and supervise makeup/wardrobe On-site supervision

medium: other

creative refinement: 36 hours / \$7,200.00

copy writing: 30 hours / \$3,750.00

other: 325 hours / \$58,750.00

make-up wardrobe: 50 hours / \$5000

pre & at show consultation/supervision: 75 hours / \$18750

3 dancers 7 choreography: 200 hours / \$35000

total: 391 hours / \$69,700.00