



**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