



IDEAS360°
a BRAND DESIGN agency

ESTIMATE FORM

date: 2014-10-23

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:

Provide design concept of flying motorcycles and

Develop simplified demo durability in simulated weather (water, dust, cold & shock resistance tanks

Consult with Astound on design of booth structure

Create graphics for booth - based on ASTOUND's structure

Provide 1/2 (?) scale graphic jpegs of all walls

Pre -production coordination

On-site supervision

medium: print / digital / other

creative concept: 38 hours / \$11,400.00

creative refinement: 36 hours / \$7,200.00

art direction: 45 hours / \$11,250.00

copy writing: 42 hours / \$5,250.00

pre-press production: 18 hours / \$1,800.00

print supervision: 38 hours / \$7,600.00

other: 80 hours / \$11,000.00

bike riding/picture taking talent - male female: 60 hours / \$9000

costuming/makeup: 20 hours / \$2000

total: 297 hours / \$55,500.00