



**LLC Managing Committee Meeting Agenda  
Thursday, December 11**

Conference Call - 10:30 AM

Dial-In: 1-800-831-3695

Passcode: 900770#

(excerpt from LLC Operating Agreement)

**The Managing Committee will ordinarily make decisions involving:**

- **company policy;**
- **company strategic planning;**
- **authorize and revise annual budgets for the Company;**
- **make decisions as to accounting protocol or policies;**
- **annual review of event contractors and delegation of authority to Executive Director of ASEV and/or to the President of CAWG to execute contracts within the scope of the annual budget;**
- **providing input and final approval of the content, format, template and selection of speakers for the trade show and program for each Unified Wine & Grape Symposium;**
- **authorize compensation of Members;**
- **declaring and paying distributions to Members;**
- **delegating responsibility for day to day operations of the Company to ASEV, CAWG, independent contractors and/or committees on all other decisions**

Committee Members (8):

Jim Kennedy (ASEV President), Chair (January-December 2014)

John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Bill Pauli (CAWG Director) Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

LLC Managing Committee Meeting Agenda

1. Call to Order
2. Approval of December 11 Agenda
3. Approval of November 4 meeting minutes\*
4. New Business
  - a. San Jose Convention Center Site Reports – In Preparation to the Site Tour\*
  - b. CDFA PD/GWSS Board request for Press Conference
  - c. 2015 – 2016 LLC Managing Committee Chair and Members
  - d. Program Development – State of the Industry Moderator
5. Next meeting date and time
6. Adjournment

\*included in packet

**LLC Managing Committee Meeting Minutes**

Tuesday, November 4, 2014

**Committee Members Present**

Jim Kennedy (ASEV President), Chair (January-December 2014), John Aguirre (CAWG President), Lyndie Boulton (ASEV Executive Director), Leticia Chacón-Rodríguez (ASEV past president), Tom Collins (ASEV Director), Carson Smith (CAWG Director-at-Large), and David Weiss (CAWG Director)

**Committee Members Present via Phone**

Bill Pauli (CAWG Director)

**Others Present**

Dan Howard (ASEV staff) and Jenny Devine-Smith (CAWG staff)

1. **Call to Order.** The LLC Managing Committee Meeting was called to order at 10:10 AM.
2. **Approval of November 4, 2014 Agenda.** David Weiss moved to approve the agenda as submitted, second by Lyndie Boulton. Motion was carried.
3. **Approval of October 1, 2014 meeting minutes.** Carson Smith moved to approve the minutes as submitted, second by Lyndie Boulton. Motion was carried.
4. **Old Business**
  - a. **Review Final Status of Keynote Luncheon Speaker.**
    - i. John Aguirre stated that we have secured Rick Tigner, President and CEO of Jackson Family Wines, as the keynote speaker, and we have received a bio and photo. Brown-Miller will begin working on a press release, once we finalize what he will be presenting.
    - ii. Mr. Tigner has suggested five potential topics; capacity of domestic wine producers, access to barriers to foreign markets, sustainability, water, and the threat of micro brewers to wine. We can work together as a group to finalize the topics he will be discussing during his presentation by setting up a conference call with him.
    - iii. In addition, we have added an additional screen to the room, and increased the room size.
    - iv. **ACTION ITEM:** Schedule a call with Mr. Tigner to discuss presentation content.
  - b. **Program Development Update.**
    - i. Tom Collins and Jenny Devine reported that there are a few speaking slots to fill, but the program is on track and in good shape.
    - ii. Lyndie Boulton asked about the status of the Thursday General Session. Jenny Devine stated that each speaker on the panel has been contacted. Lyndie Boulton asked if water was included in the description, Tom Collins stated that it was, and she inquired about an attorney from Downey Brand LLP who had provided a presentation proposal who has expertise in water. Tom Collins, John Aguirre and Jenny Devine will discuss further if this will be a good fit with respect to the other invited and potential speakers.

- iii. Lastly, the committee discussed the exhibit hall tours and stated that it is time to finalize the details and tour leaders. The issue is narrowing it down to two topics, not the lack of topics. There will be a total of eight tours.
- iv. Jim Kennedy did ask if there would be any interest in a student base tour, the committee was very interested and it is something to look forward to in the future. Universities do allow for students to attend the trade show during school hours, with comp passes, and discuss what they experienced afterwards with their professors. Look at having a more student focused program in the future.

## 5. New Business

### a. Housing - VIP Hotel Room Blocks @ Hyatt and Sheraton.

- i. Lyndie Boulton provided a brief background with regards to the two LLC members and pre-protected room blocks. Both groups have a certain number of rooms set aside for VIPs including board members, and the needs are different based on the number of board members. Lyndie's office was contacted by an ASEV past president stating that they are aware that CAWG is setting aside rooms for past chairs, and that creates a challenge for ASEV with regards to the number of rooms protected as ASEV has never held rooms out for past presidents.
- ii. The Unified room block protocol has changed over the years as the demand has increased with the expanding trade show. A discussion needs to take place, are we willing to displace suppliers to make sure that VIPs and past chairs have a room reserved, when the supplier is paying over \$2000 to attend the show and we are continually challenged with negative PR in regard to the difficulty in booking a room through our housing process in the downtown hotels.
- iii. John Aguirre stated that CAWG is in an awkward spot because people who are important to us want rooms, the expectation has been set over many years and it is easier to go through CAWG to reserve the rooms. We have been fortunate to be able to pull unassigned rooms from the speaker room blocks to accommodate the overwhelming request and allocate to CAWG board members and past chairs. With that said, moving forward, we may not have the ability to pull rooms from the speaker room block. He asked if it would be possible in the future for CAWG and ASEV to set-up a room block for "friends of CAWG and ASEV". However, that is still a challenge because it still would reduce the number of total rooms for the suppliers. 95% of the room blocks are taken by suppliers.
- iv. ASEV only blocks rooms for their board members, not also for their clients, their boss or colleagues.
- v. There will be another hotel completed with the King's new sports arena in 2016. However, this will only provide 200 more rooms.
- vi. Unified housing is the first issue that comes up with suppliers and we need to be mindful of the competition that is out there for Unified. The process needs to be fair and would it be worth putting together a policy from the LLC Managing Committee for both groups to share with their boards. We could also look at including a room with each booth. Lyndie addressed the challenges with this consideration. Jim Kennedy proposed putting together a policy, ASEV and CAWG will provide the current numbers within each room block. The committee will work at putting together the policy during the January in-person meeting.

### b. Future UW&GS Site – Consideration of San Jose.

- i. Lyndie Boulton and Dan Howard conducted a site visit to San Jose to walk through the space. The Center completed an expansion three years ago.
- ii. The exhibit space would be all one level and might reduce the waitlist issue, which Sacramento will not be able to do at least over the next five years. Exhibitors will be able to bring in large

equipment by trailer; however, they will not be allowed to drive large harvest equipment in. Any transport of large equipment will likely be more expensive in San Jose.

- iii. The exhibitor expenses will double, due to union labor rates and more unions.
- iv. The housing issue would be solved with moving the show to San Jose. The convention center has four anchor hotels. The room rates will be higher, but it will include free Wi-Fi. There will also be free Wi-Fi included throughout the entire convention center and exhibit hall.
- v. John Aguirre has concerns with those who drive in for the day, with the Bay Area traffic and the distance vs. Sacramento.
- vi. We would look at 2017 – 2018. We do not have a great deal of time for a decision to be made for 2017 as another conference group has a second option for the same dates and could exercise their option and force us to act within a short period of time. We will need to begin negotiating 2017 contracts here in Sacramento, for the convention center, Hyatt and Sheraton early next year. We do however need to do our due diligence with research and discussions with each board.
- vii. There is concern with the current construction schedule with the new King's sports arena and the potential disruption to Unified. In addition, the convention center expansion now appears to be a second priority to the community center, and potential traffic issues once the arena is complete and used for both sports and entertainment events.
- viii. The LLC Managing Committee would like to conduct a field trip to San Jose to walk the facilities and meet with staff. The site tour will take place in December, on Thursday, December 11. Lyndie Boulton and Dan Howard will create a report based on current attendee demographics to compare distance traveled, hotel comparisons, and exhibitor expenses for the group to review.

**c. Reimbursable Rates for ASEV & CAWG.**

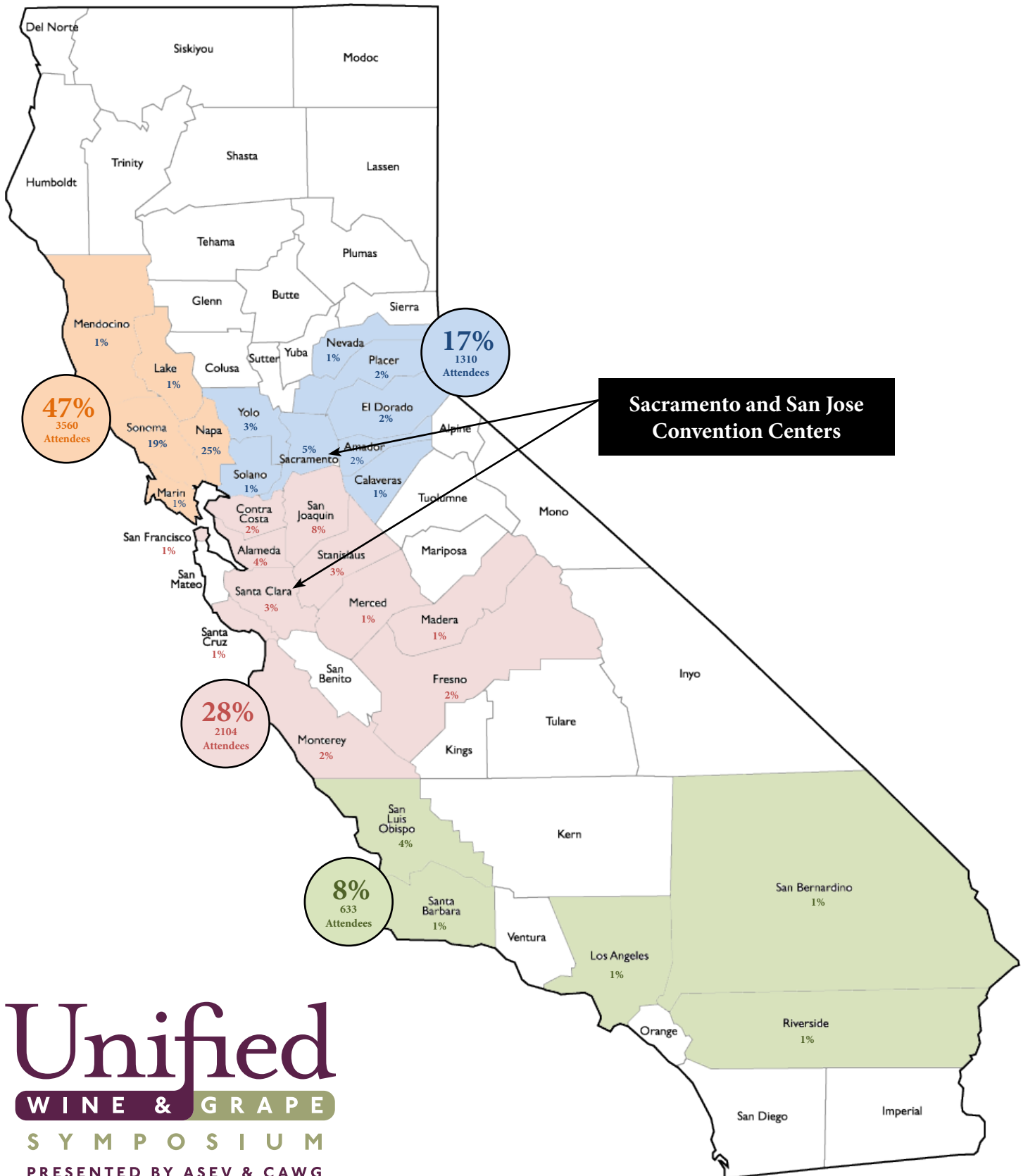
- i. Lyndie Boulton stated that we increased all fees and rates across the board 3% for the prior time. The last adjustment was made in 2012, for 2013 – 2015, and there hasn't been an increase since.
- ii. Jim Kennedy asked how we would like to move forward. John Aguirre concurred with a 3% increase once again. Lyndie Boulton requested that the same % increase be applied to the ASEV managing fee as well, rounding it to a \$1,300 increase. It was confirmed with consensus that if the symposium moves to San Jose, the rates would not change, but the hours incurred by either member may likely change. There is language in the current Operating Agreement Exhibit 3 regarding the 5% cap of total expenses; with allowance that if there is a new policy or policy change and/or new or expanded contract services for either member per LLC Managing Committee approval that in additional hours, then we can revisit the 5% cap per approved budgeted amount for reimbursement of additional hours.
- iii. Jim Kennedy made a motion to approve a 3% increase across the board, including the management fee, effective March 1, 2016 – April 1, 2018. Bill Pauli moved to approve, second by Leticia Chacón-Rodríguez. Motion was approved.

6. **Next meeting date and time.** The LLC Managing Committee will look at potentially hosting the next meeting during the San Jose site tour, on Thursday, December 11. Details and confirmation to follow. The following meeting will take place during Unified, on Thursday, January 29, likely for lunch.

7. **Adjournment.** Tom Collins moved to adjourn the meeting, second by John Aguirre. The LLC Committee Meeting was adjourned at 11:50 AM.

# 2014 Unified Wine & Grape Symposium County Demographics

Total of 7607 Attendees (excludes exhibitors)



**Unified**  
WINE & GRAPE  
SYMPOSIUM  
PRESENTED BY ASEV & CAWG







**Unified Wine & Grape Symposium**

**CONFIDENTIAL - ONLY INTENDED FOR LLC MANAGING COMMITTEE MEMBERS**

	<u>2014</u>	Notes	<u>2015</u>	<u>Current San</u>	
	<u>Show Rates</u>		<u>Show Rates</u>	<u>Jose Rates</u>	Difference
<u>Furnishings</u>					
		<i>Rate increases 3.5% per year</i>			
4' Draped Table	\$ 73.00		\$ 75.20	\$ 140.35	86.6%
6' Draped Table	\$ 91.00		\$ 93.75	\$ 167.80	79.0%
Limerick Chair	\$ 43.00		\$ 44.30	\$ 82.80	86.9%
Wastebasket	\$ 11.00		\$ 11.35	\$ 17.60	55.1%
Black Diamond Stool	\$ 50.00		\$ 51.50	\$ 152.25	195.6%
Black Diamond Side Chair	\$ 50.00		\$ 51.50	\$ 121.80	136.5%
Black Diamond Arm Chair	\$ 50.00		\$ 51.50	\$ 147.80	187.0%
Soho Café 36"D	\$ 131.10		\$ 133.75	\$ 188.25	40.7%
Soho Bistro 36"D	\$ 163.90		\$ 186.60	\$ 262.50	40.7%
6' Showcase	\$ 334.00		\$ 344.00	\$ 434.75	26.4%
<u>Carpet</u>					
9' x 10' Carpet	\$ 100.00		\$ 103.00	\$ 195.20	89.5%
Custom Cut Carpet - sqft	\$ 2.05		\$ 2.10	\$ 3.50	66.7%
<u>Show Package</u>					
		(1) 6' draped table, (2) blk diamond side chairs, (1) wb, (1) 9' x 10' carpet			
Show Package - 10' x 10' booth	\$ 250.00		\$ 257.50	\$ 436.95	69.7%
<u>Rental Exhibits</u>					
Rental Exhibit - Pkg 1 - 10' x 10'	\$ 2,388.00		\$ 2,459.65	\$ 3,619.90	47.2%
<u>Graphics</u>					
Graphics - sqft	\$ 11.15		\$ 11.50	\$ 16.90	47.0%
<u>Material Handling/Teamster Labor</u>					
Warehouse - Crated - ST	\$ 60.00	954 CWT in 2014	\$ 62.00	\$ 92.00	48.4%
Showsite - Crated - ST	\$ 58.00	3708 CWT in 2014	\$ 59.75	\$ 110.00	84.1%
Small Package	\$ 37.30		\$ 38.50	\$ 45.00	16.9%
Mobile Spotting	\$ 170.00	31 in 2014	\$ 175.25	\$ 277.00	58.1%
POV - Car - ST	\$ 95.00	35 vehicles in 2014	\$ 95.00	\$ 156.75	65.0%
POV - Pick-up/Minivan/SUV - ST	\$ 150.00	63 vehicles in 2014	\$ 150.00	\$ 247.50	65.0%
POV - Truck/Full-size van/SUV - ST	\$ 225.00	83 vehicles in 2014	\$ 225.00	\$ 371.25	65.0%
Teamster Labor - ST	\$ 79.00		\$ 81.50	\$ 122.50	50.3%
Teamster Labor - OT	\$ 130.00		\$ 134.00	\$ 220.00	64.2%
<u>Display Labor</u>					
Display Labor - ST	\$ 79.00		\$ 81.50	\$ 122.50	50.3%
Display Labor - OT	\$ 130.00		\$ 134.00	\$ 215.00	60.4%
<u>Hanging Signs</u>					
Condor/Crew - ST	\$ 395.00		\$ 407.00	\$ 667.75	64.1%
Condor/Crew - OT	\$ 515.00		\$ 530.50	\$ 981.75	85.1%
<u>Electrical</u>					
5 amp Outlet	\$ 89.00		\$ 91.75	\$ 126.25	37.6%
10 amp Outlet	\$ 155.00		\$ 159.75	\$ 218.50	36.8%
20 amp Outlet	\$ 245.00		\$ 252.50	\$ 292.75	15.9%
208 volt/3 phase/100 amp	\$ 1,092.00		\$ 1,125.00	\$ 1,363.00	21.2%
Electrical Labor - ST	\$ 95.00		\$ 98.00	\$ 131.50	34.2%
Electrical Labor - OT	\$ 190.00		\$ 196.00	\$ 263.00	34.2%



15-16 Rates  
 \*\* 3% per year  
 increase forecasted

Exhibitor:	CATEGORY	ITEM	2014 Invoice				San Jose Projected Invoice (Current Rates) 14-15					
			QTY	UOM	Rate	Amount	Tax	QTY	UOM	Rate	Amount	Tax
Furnishings		28 oz Prestige Carpet - Gray Pearl	600	SQFT	\$ 2.70	\$ 1,620.00	8.5%	600	SQFT	\$ 4.50	\$ 2,700.00	8.5%
Furnishings		Carpet Padding	600	SQFT	\$ 0.65	\$ 390.00	8.5%	600	SQFT	\$ 1.05	\$ 630.00	8.5%
Miscellaneous		Rotating Sign Motor - Small	1	EA	\$ 175.00	\$ 175.00	8.5%	1	EA	\$ 768.45	\$ 768.45	8.5%
Utilities		120 Volt - 500 Watt (5 Amp) Outlet - 24 HR	2	EA	\$ 178.00	\$ 356.00	0.0%	2	EA	\$ 252.50	\$ 505.00	0.0%
Utilities		208 Volt Three Phase 30 AMP Outlet	1	EA	\$ 632.00	\$ 632.00	0.0%	1	EA	\$ 791.00	\$ 791.00	0.0%
Utilities		408 Volt Three Phase 20 AMP Outlet	1	EA	\$ 633.00	\$ 633.00	0.0%	1	EA	\$ 794.25	\$ 794.25	0.0%
Utilities		Compressed Air - Outlet	1	EA	\$ 440.00	\$ 440.00	0.0%	1	EA	\$ 476.75	\$ 476.75	0.0%
Utilities		120 Volt - 500 Watt (5 Amp) Outlet - 24 HR	-1	EA	\$ 178.00	\$ (178.00)	0.0%	-1	EA	\$ 252.50	\$ (252.50)	0.0%
Utilities		120 Volt - 500 Watts (5 Amp) Outlet	2	EA	\$ 89.00	\$ 178.00	0.0%	2	EA	\$ 126.25	\$ 252.50	0.0%
Material Handling		Warehouse - Spec Handling - OT One Way	2	CWT	\$ 92.15	\$ 184.30	0.0%	2	CWT	\$ 155.50	\$ 311.00	0.0%
Display Labor-Install		Install - Display Labor - ST	5	HR	\$ 79.00	\$ 395.00	0.0%	5	HR	\$ 122.50	\$ 612.50	0.0%
Rigging Labor-Install		Install - 5M Forklift/Operator - ST	1	HR	\$ 140.00	\$ 140.00	0.0%	1	HR	\$ 212.50	\$ 212.50	0.0%
Miscellaneous		Cable Sling - 2'	2	EA	\$ 3.50	\$ 7.00	8.5%	2	EA	\$ 4.95	\$ 9.90	8.5%
Miscellaneous		Cable Sling - 4'	3	EA	\$ 7.05	\$ 21.15	8.5%	3	EA	\$ 9.80	\$ 29.40	8.5%
Miscellaneous		Cable Sling - 8'	3	EA	\$ 14.10	\$ 42.30	8.5%	3	EA	\$ 19.70	\$ 59.10	8.5%
Miscellaneous		Cable - 1/8" x 20' Adjustable	4	EA	\$ 27.55	\$ 110.20	8.5%	4	EA	\$ 38.50	\$ 154.00	8.5%
Miscellaneous		Shackles - 1/4"	6	EA	\$ 7.70	\$ 46.20	8.5%	6	EA	\$ 10.80	\$ 64.80	8.5%
Miscellaneous		Pear Link	1	EA	\$ 12.15	\$ 12.15	8.5%	1	EA	\$ 16.90	\$ 16.90	8.5%
Hanging Signs-Install		Install - Conductor/Crew - ST	1.5	HR	\$ 395.00	\$ 592.50	0.0%	1.5	HR	\$ 667.75	\$ 1,001.63	0.0%
Hanging Signs-Install		Install - Additional Crew/Assembly Labor - ST	1	HR	\$ 79.00	\$ 79.00	0.0%	1	HR	\$ 122.50	\$ 122.50	0.0%
Utilities		Install - Floor Work - ST	1	HR	\$ 95.00	\$ 95.00	0.0%	1	HR	\$ 131.50	\$ 131.50	0.0%
Utilities		Dismantle - Electrician - ST	0.5	HR	\$ 95.00	\$ 47.50	0.0%	0.5	HR	\$ 131.50	\$ 65.75	0.0%
Material Handling		Showsite - Crated - ST	79	CWT	\$ 58.00	\$ 4,582.00	0.0%	79	CWT	\$ 110.00	\$ 8,690.00	0.0%
Utilities		Install - Plumbing Labor - ST	1	HR	\$ 95.00	\$ 95.00	0.0%	1	HR	\$ 122.50	\$ 122.50	0.0%
Utilities		Dismantle - Plumbing Labor - ST	1	HR	\$ 95.00	\$ 95.00	0.0%	1	HR	\$ 122.50	\$ 122.50	0.0%
Utilities		Power Strip	2	EA	\$ 20.00	\$ 40.00	0.0%	2	EA	\$ 23.65	\$ 47.30	0.0%
Utilities		15' Extension Cord	2	EA	\$ 18.00	\$ 36.00	0.0%	2	EA	\$ 23.65	\$ 47.30	0.0%
Utilities		25' Extension Cord	1	EA	\$ 22.00	\$ 22.00	0.0%	1	EA	\$ 29.50	\$ 29.50	0.0%
Utilities		12/5 Flat Cable 15'	1	EA	\$ 45.00	\$ 45.00	0.0%	1	EA	\$ 62.55	\$ 62.55	0.0%
Utilities		12/5 Tail Male/Female	1	EA	\$ 40.00	\$ 40.00	0.0%	1	EA	\$ 53.15	\$ 53.15	0.0%
Utilities		5 Wire Cord Cap - 20 AMP	1	EA	\$ 30.00	\$ 30.00	0.0%	1	EA	\$ 35.45	\$ 35.45	0.0%
Utilities		Install - Booth Work - ST	1	HR	\$ 95.00	\$ 95.00	0.0%	1	HR	\$ 131.50	\$ 131.50	0.0%
Utilities		Dismantle - Electrician - OT	0.5	HR	\$ 190.00	\$ 95.00	0.0%	0.5	HR	\$ 263.00	\$ 131.50	0.0%
Utilities		75' Extension Cord	1	EA	\$ 50.00	\$ 50.00	0.0%	1	EA	\$ 65.00	\$ 65.00	0.0%
Utilities		Install - Conductor/Crew - ST (Electrical)	1	HR	\$ 395.00	\$ 395.00	0.0%	1	HR	\$ 638.00	\$ 638.00	0.0%
Utilities		Dismantle - Conductor/Crew - ST (Electrical)	1	HR	\$ 395.00	\$ 395.00	0.0%	1	HR	\$ 638.00	\$ 638.00	0.0%
Display Labor-Dismantle		Dismantle - Display Labor - ST	3	HR	\$ 79.00	\$ 237.00	0.0%	3	HR	\$ 122.50	\$ 367.50	0.0%
Rigging Labor-Dismantle		Dismantle - 5M Forklift/Operator - ST	1	HR	\$ 140.00	\$ 140.00	0.0%	1	HR	\$ 212.50	\$ 212.50	0.0%
Hanging Signs-Dismantle		Dismantle - Conductor/Crew - ST	1	HR	\$ 395.00	\$ 395.00	0.0%	1	HR	\$ 667.75	\$ 667.75	0.0%

TOTAL INVOICE (excluding tax) \$ 22,164.49

\$ 21,518.93  
 increase 68%

15-16 Rates  
 \*\* 3% per  
 year  
 increase  
 forecasted

XVZ Company		2014 Invoice				San Jose Projected Invoice (Current Rates) 14-15					
CATEGORY	ITEM	QTY	UOM	Rate	Amount	Tax	QTY	UOM	Rate	Amount	Tax
Furnishings	9' x 10' Carpet - Gray (on-site order)	1	EA	\$130.00	\$ 130.00	8.5%	1	EA	\$195.20	\$ 195.20	8.5%
Furnishings	Carpet Padding (on-site order)	90	SQFT	\$ 0.85	\$ 76.50	8.5%	90	SQFT	\$ 0.95	\$ 85.50	8.5%
Material Handling	Showsite - Special Handling - ST	94	CWT	\$ 73.00	\$ 6,862.00	0.0%	94	CWT	\$143.00	\$ 13,442.00	0.0%
Rigging Labor-Install	Install - 5M Forklift/Operator - ST (on-site order)	1	HR	\$161.00	\$ 161.00	0.0%	1	HR	\$212.50	\$ 212.50	0.0%
Rigging Labor-Dismantle	Dismantle - 10M Forklift/Operator - ST (on-site order)	1	HR	\$172.50	\$ 172.50	0.0%	1	HR	\$241.50	\$ 241.50	0.0%
<b>TOTAL INVOICE (excluding tax)</b>					<b>\$ 7,402.00</b>		<b>\$ 14,176.70</b>				

**\$ 14,602.00**

increase 91.53%

15-16 Rates \*\*  
3% per year  
increase  
forecasted

Exhibitor:		Pkg. Co.		2014 Invoice					San Jose Projected Invoice (Current Rates) 14-15						
CATEGORY	ITEM	QTY	UOM	Rate	Amount	Tax	QTY	UOM	Rate	Amount	Tax				
Furnishings	Wastebasket	1	EA	\$ 11.00	\$ 11.00	8.5%	1	EA	\$ 17.60	\$ 17.60	8.5%				
Furnishings	9' x 20' Carpet - Black	1	EA	\$ 200.00	\$ 200.00	8.5%	1	EA	\$ 390.40	\$ 390.40	8.5%				
Furnishings	Carpet Padding	180	SQFT	\$ 0.65	\$ 117.00	8.5%	180	SQFT	\$ 0.95	\$ 171.00	8.5%				
Utilities	120 Volt - 500 Watt (5 amp) Outlet	1	EA	\$ 89.00	\$ 89.00	0.0%	1	EA	\$ 126.25	\$ 126.25	0.0%				
Material Handling	Warehouse - Crated - OT One Way	25	CWT	\$ 73.20	\$ 1,830.00	0.0%	25	CWT	\$ 119.50	\$ 2,987.50	0.0%				
Utilities	15' Extension Cord	1	EA	\$ 18.00	\$ 18.00	0.0%	1	EA	\$ 23.65	\$ 23.65	0.0%				
Utilities	Install - Floor Work - ST	1	HR	\$ 95.00	\$ 95.00	0.0%	1	HR	\$ 131.50	\$ 131.50	0.0%				
Utilities	Dismantle - Electrician - ST	0.5	HR	\$ 95.00	\$ 47.50	0.0%	0.5	HR	\$ 131.50	\$ 65.75	0.0%				
Furnishings	Chrome Bag Rack	1	EA	\$ 107.40	\$ 107.40	8.5%	1	EA	\$ 119.65	\$ 119.65	8.5%				
				<b>TOTAL INVOICE (excluding tax)</b>				<b>\$ 2,514.90</b>				<b>\$ 4,033.30</b>			

increase 60.38%

\$ 4,154.30

\*\* Excluded Transportation Data

Exhibitor:		American Co.	
CATEGORY	ITEM	QTY	UOM
Cleaning	2 Days Vacuuming	100	SQFT
Furnishings	28 oz Prestige Carpet - Charcoal	100	SQFT
Furnishings	Carpet Padding	100	SQFT
Utilities	120 Volt - 500 Watt (5 amp) Outlet	1	EA
Furnishings	6' x 24" x 30" Undraped Table	1	EA
Material Handling	Showsite - Crated - ST	6	CWT
<b>TOTAL INVOICE (excluding tax)</b>			

2014 Invoice			
Rate	Amount	Tax	
\$ 0.60	\$ 60.00	0.0%	
\$ 2.70	\$ 270.00	8.5%	
\$ 0.65	\$ 65.00	8.5%	
\$ 89.00	\$ 89.00	0.0%	
\$ 54.65	\$ 54.65	8.5%	
\$ 58.00	\$ 348.00	0.0%	
			<b>\$ 886.65</b>

San Jose Projected Invoice (Current Rates) 14-15				
QTY	UOM	Rate	Amount	Tax
100	SQFT	\$ 1.10	\$ 110.00	0.0%
100	SQFT	\$ 4.50	\$ 450.00	8.5%
100	SQFT	\$ 1.05	\$ 105.00	8.5%
1	EA	\$ 126.25	\$ 126.25	0.0%
1	EA	\$ 61.05	\$ 61.05	8.5%
6	CWT	\$ 110.00	\$ 660.00	0.0%
			<b>\$ 1,512.30</b>	

15-16 Rates  
\*\* 3% per year  
increase forecasted

increase 70.56%

\$ 1,557.67

\*\* Excluded Transportation Data