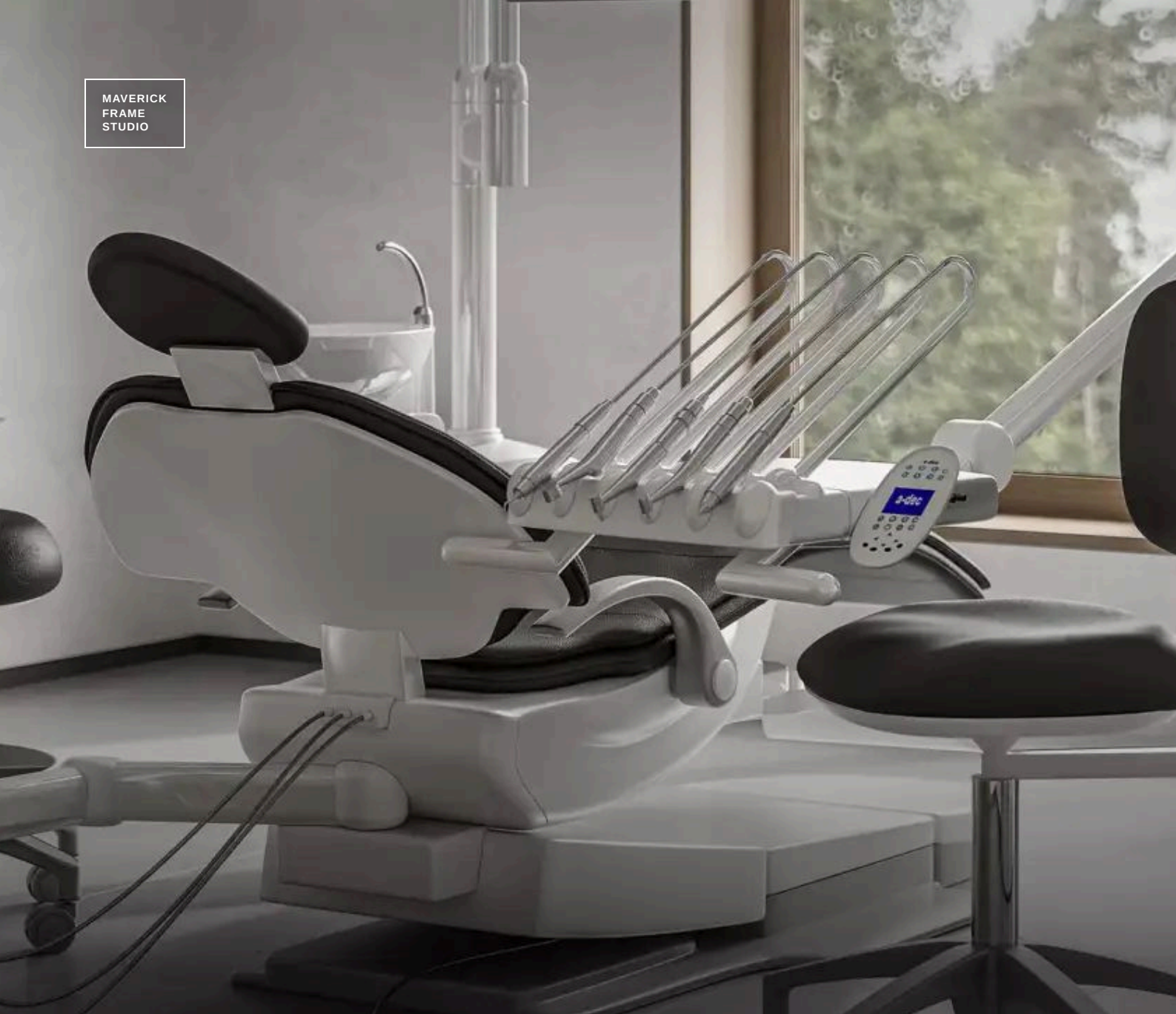




FIELD GUIDE / 2026 EDITION

No Clinic to Borrow. No Patients in Shot. **Nine Scenes** Instead.

The in-context clinical scenes a medical equipment maker needs for sales, tenders and trade fairs, priced line by line, with the one-page brief that gets them made.

START HERE

Photographing a clinic is the hard way

A device on a white background makes the buyer do the imagining. Hospital buyers, clinicians and tender panels want to see the equipment where it will stand: the footprint, the clearances, the clinician beside it and the room around it.

Shooting that in a working clinic means borrowing a room for a day, working around patients and privacy, and clearing other manufacturers' equipment out of frame. So most makers stop at the product shot, which is exactly the image a tender panel learns least from.

THE PHOTO SHOOT	THE RENDERED SCENE
01 A borrowed room, one day, one layout	The rooms you sell into: ward, outpatient clinic, procedure room, in the layouts buyers actually have.
02 Other manufacturers' equipment in frame	Only your equipment, with neutral generic furniture and fittings around it.
03 Real patients and staff in shot	Figures placed only where they explain the workflow, and no real patients anywhere.
04 One configuration of the device	Every configuration and option as a variant of the same scene.

Sell the footprint, not the finish.

Clinical buyers decide on space, access and workflow. A scene that shows the clearance around the device and where the clinician stands answers the question a glossy product shot never will.



Maverick Frame production render.

THE SHOT LIST

The clinical set, priced

A composite of the equipment sets we price, at mid-market studio rates, for one imaging or treatment device with two configurations, sold into hospitals and private clinics and shown at one trade fair a year. Nine in-context scenes carry the set.

LINE ITEM	BASIS	AT STUDIO RATES
01 Device model from engineering CAD, simplified and textured	build	\$1,800
02 Views on white: front, three-quarter, rear	3 x \$300	\$900
03 Hospital room scenes, device in the working position	3 x \$550	\$1,650
04 Private clinic or outpatient scenes	3 x \$500	\$1,500
05 Procedure room or operating theatre scenes	3 x \$600	\$1,800
06 Second configuration, re-rendered in five of the scenes	5 x \$250	\$1,250
07 Plan view with clearances, for tender documents	1 x \$400	\$400
08 Close-ups of the interface and key components	4 x \$250	\$1,000
09 60-second animation: set-up and clinical workflow	1 min	\$6,000
10 Three scenes output for large-format stand graphics	3 x \$150	\$450
Model and stills, 01-08		\$10,300
Animation and stand output, 09-10		\$6,450
The full clinical set		\$16,750
The tender-ready core, rows 01-05 and 07		\$8,050

Tender panels read plans. People read scenes.

The plan view with clearances is one of the cheapest lines here and often the one a tender panel studies longest. Order it with the first scenes, not as an afterthought when the tender is due.

MISTAKES FROM YOUR SIDE OF THE TABLE

What equipment briefs say, and what to write

Six lines we read in almost every medical equipment brief. Each one either multiplies the work or turns into a late round of changes from your regulatory team.

IN THE BRIEF	WHAT TO WRITE INSTEAD
01 A modern hospital environment	Name the setting you sell into: a public hospital ward, a private clinic, a dental practice, a veterinary surgery. Each has its own furniture, light and wall finishes.
02 Use our CAD files	Send a simplified export with internal parts removed. A full engineering assembly carries thousands of parts nobody will see and slows every step.
03 Show all features	Pick the three features buyers ask about at the stand. The rest belongs in close-ups or on the datasheet.
04 Include doctors and patients	Say who should be in the frame and doing what. One clinician in the working position explains more than a busy room.
05 Must comply with regulations	Tell us what your regulatory team checks in marketing images: indications, labelling, screen content. That list, sent first, prevents a late round of changes.
06 Needed for the trade fair	Give the date the stand graphics go to print and the print sizes. Large-format output is decided at the start, not the week before.

Answer it on paper, not in a revision round.

Each line above takes a few minutes to answer before work starts and a full revision round to fix after the first draft. Keep the two draft rounds for the images, not for the brief.

THE ONE PAGE

What equipment makers actually send us

The clients whose logos sit on our service pages do not send specifications. For a device they send something close to this, usually in the body of an email, and it is enough to quote from and to start work.

01	The device	What it is, what it does, and its size. One line.
02	The files	A simplified CAD export, the datasheet and photographs of a unit.
03	Configurations	Which options change how the device looks.
04	Where it is used	Ward, clinic, procedure room, practice. The markets you sell into.
05	Which scenes	The rooms, and the moment in the workflow each one shows.
06	Who is in shot	Clinicians, patients or nobody, and in what position.
07	What must be exact	Interface screens, labels, colours, the parts buyers touch.
08	What regulatory checks	The rules your team applies to marketing images.
09	Where it will be published	Tenders, sales decks, website, stand graphics and sizes.
10	The date and the budget	The print date for the fair, and a figure or a range.

Screens are content
Send the real interface screens as images. Screens we make up will be checked by your regulatory team and replaced anyway.

One room, the whole range
If several devices share a setting, say so. One well-built clinical room can host the rest of the range in later commissions.

WHAT THINGS COST

Market rates and our terms, so you can check any quote

Ranges seen across the market in 2026, freelancer to studio. Use them to sanity-check any quote, including ours.

DELIVERABLE	FREELANCER	STUDIO
Single exterior still	\$100 - 300	\$250 - 600
Single interior still	\$120 - 350	\$300 - 700
Package of 5 - 8 views	\$600 - 1,500	\$1,500 - 4,000
Animation, per minute	\$1,000 - 3,000	\$3,000 - 8,000

Our standard timelines and revision terms. They are what we quote unless a project needs something else, and we say so before work starts.

STAGE OR DELIVERABLE	MAVERICK FRAME STANDARD
First draft of a still	3 to 5 working days from a complete brief
Finished stills, package of 5 - 8	2 to 3 weeks, drafts included
Animation, up to one minute	4 to 6 weeks, storyboard and preview first
Revision rounds included	Two at draft stage, one on the final image
What counts as a round	One consolidated list of comments, sent at once
Rush delivery	Half the time for about 40% more, when the schedule allows

Line up a studio before the deadline is on fire

The most expensive projects we see are not the badly briefed ones. They are the ones briefed in a panic, after the first supplier failed and the launch date did not move. Vet one or two studios while nothing is urgent.

A note on in-house: one artist needs around ten software subscriptions, a workstation and a stack of adjacent skills - modelling, lighting, post-production and client communication. It pays off only when that person is busy every day. Below that, the arithmetic favours outsourcing on its own.

NEXT

Send us the CAD and the datasheet

A CAD export, the datasheet, photographs of the device or a draft brief, in whatever state they are in. We will reply with a scope, a price and the questions that decide it - as a reply, not a sales call.

The contact form	maverickframe.com/contacts/
Clinical space visualisation	maverickframe.com/services/3d-interior-rendering-services/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is the founder of Maverick Frame Studio. The figures in this guide come from our own inbox and our own rate card, not from an industry survey.