



FIELD GUIDE / 2026 EDITION

Too Big for the Booth. The Image Set Dealers Actually Use.

How a machinery or vehicle maker builds the images dealers sell with: every configuration, the machine at work in any terrain, a priced set and the brief lines that send it back to a shoot.

START HERE

Dealers sell with the images you give them

A machinery maker sells through dealers, and dealers sell with the images you give them. The machine is too big to light well in a studio, too heavy to ship to every show, and it rarely works on schedule in front of a photographer. So the image set tends to be whatever the last shoot produced: the base model, in the factory yard, on a grey day.

Most of the overspend we see comes from that shoot. It is booked for one configuration, one season and one location, and every attachment, option and model year after it needs another. Dealers fill the gaps with their own phone photographs. A master model built once from the CAD covers every configuration, and the machine can work in any terrain without leaving the plant.

WHAT THE MAKER PLANS AROUND		WHAT DEALERS ACTUALLY USE
01	A shoot of the first unit at the factory	Clean views on white for the portal and quote sheet, with every option shown
02	The machine on the stand at the show	A loop on the LED wall, because the machine is too big or too early to ship
03	A hero image of the base model	The configuration their customer asked for, with the right attachment fitted
04	The printed brochure	Crops for their own site, social and local ads, framed for each format
05	One season, one location	The same machine in the terrain and weather of each market

One model instead of the next shoot.

A forestry machinery maker we work with replaced its photo and video shoot with studio renders, in-forest scenes and animation from one model. The numbers below are from that launch.

65%

LOWER PRODUCTION COST THAN THE PHOTO AND VIDEO SHOOT

92%

MORE ENGAGEMENT ON ITS PRODUCT PAGES

1

MASTER MODEL BEHIND EVERY VIEW



Maverick Frame production render.

THE DEALER SET

One machine, every configuration, priced

A composite of the launch sets machinery and vehicle makers bring us, priced at our rate of \$45 an hour from a clean STEP export with a finish list. One machine, two attachments, a working setting and a loop for the stand. A raw fused export adds repair before the model starts.

	LINE ITEM	BASIS	AT \$45 AN HOUR
01	Master model of the machine from a clean STEP export with a finish list	40 h	\$1,800
02	Two attachments modelled from CAD	2 x 8 h	\$720
03	Studio views on white: six angles for the catalogue and dealer portal	6 x 4 h	\$1,080
04	Each attachment fitted, two angles, on the lit studio scene	4 x 1 h	\$180
05	Working setting built once: forest track, quarry or yard	24 h	\$1,080
06	In-operation scenes: the machine at four real tasks	4 x 6 h	\$1,080
07	Close-ups: cab, controls, hydraulics, hitch	4 x 4 h	\$720
08	Colour and configuration variants for dealer quote sheets	8 x 1 h	\$360
09	Cutaway of the drivetrain from the same model	8 h	\$360
10	Booth loop for the LED wall, 20 seconds	20 s x 2 h	\$1,800
	Built once, rows 01, 02, 05, 80 hours		\$3,600
	Images and motion, rows 03, 04, 06, 07, 08, 09, 10, 124 hours		\$5,580
	The dealer set, 204 hours at \$45		\$9,180
	The same 204 hours on a subscription from \$35		from \$7,140

SHOT	WHAT THE DEALER DOES WITH IT	WHERE IT GOES
Views on white	Builds quotes and portal listings, option by option	Dealer portal, quote sheets, catalogue
In-operation scenes	Shows the customer the machine at their kind of job	Dealer site, local ads, social
Close-ups	Answers the build-quality question on price	Sales deck, brochure
Booth loop	Draws people to the stand when the machine stays home	LED wall, shows, dealer events

Start with the dealer portal

Rows 01, 03 and 08 give dealers a clean view of every configuration: 72 hours, \$3,240. The setting, the scenes and the loop can follow for the show, from the same model.

MISTAKES

Mistakes from your side of the table

These are lines we read in machinery briefs almost every month. Each is reasonable in an engineering meeting and expensive in production.

WHAT MACHINERY MAKERS WRITE	WHAT TO WRITE INSTEAD
01 'Show the full range'	Name the three configurations dealers sell most. They get the hero views; the rest are variants at about an hour each.
02 'Use the CAD from engineering'	A STEP export and a finish list. A fused export of the whole machine adds repair hours before the model starts.
03 'Show it working in a real setting'	Name the task, the terrain, the season and the load. 'Real' means one specific job, not a generic backdrop.
04 'Poses as in the brochure'	Say which boom, arm and attachment positions, and who in engineering signs them off at preview.
05 'Decals and logos to follow'	Send the livery and decal files now, as vectors. Decals rebuilt from photographs are where errors enter.
06 'We need it for the show'	The show date, the LED wall size and ratio, and the booth graphics deadline, which falls weeks before the doors open.

Before the in-operation scenes are built

- ☐ The terrain, the season and the weather the machine works in.
- ☐ The task in each scene, and the load it carries or lifts.
- ☐ Boom, arm and attachment positions, marked on a drawing or a photograph.
- ☐ Whether an operator is in the cab, and whether people stand nearby for scale.
- ☐ Every format each scene goes into, including the dealer portal crop.



Maverick Frame production render.

THE ONE PAGE

What machinery makers actually send us

The manufacturers whose logos sit on our pages do not send render specifications. For a new machine they send something close to this, with the STEP export attached, and it is enough to quote from and to book the time.

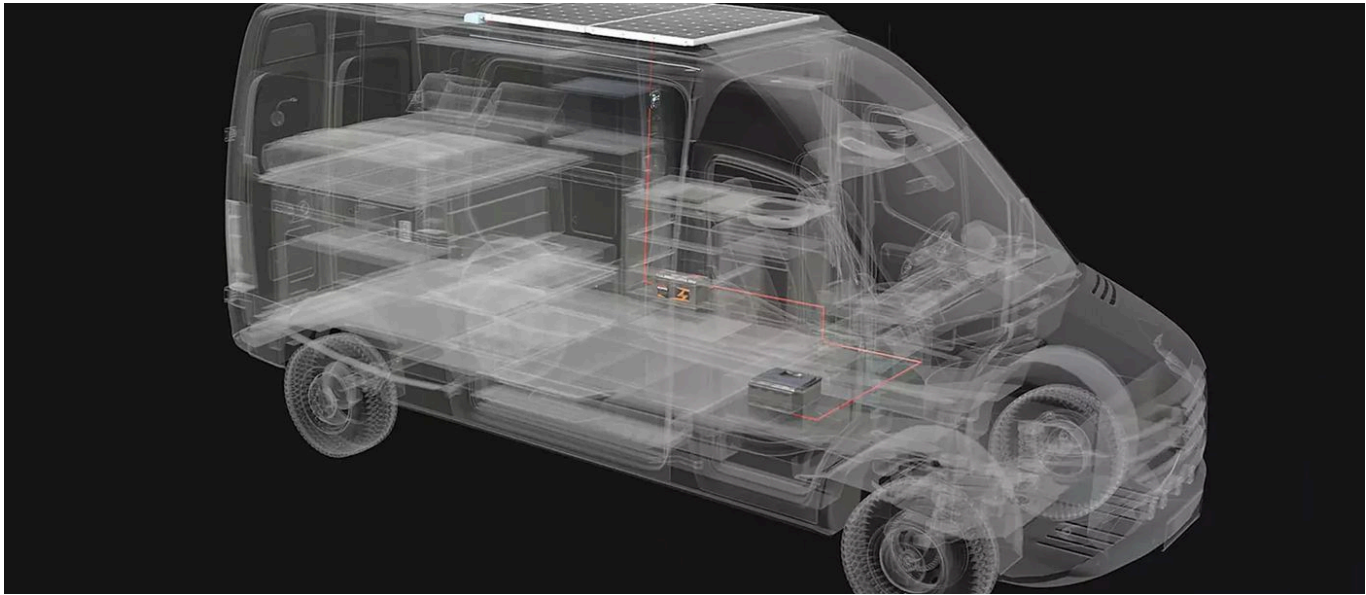
01	The machine	One line, the model name and what is new on it.
02	The file	A STEP export of the machine and each attachment.
03	Finishes	One line per visible part: colour code, gloss, texture.
04	Configurations	The options and attachments, and the three dealers sell most.
05	The setting	Where it works: forest, quarry, farm, site, depot.
06	The tasks	What it is doing in each scene, and the load.
07	Livery	Decal and logo files as vectors, and where each one goes.
08	Formats	Dealer portal, quote sheet, brochure, LED wall, social.
09	The dates	The show, the dealer launch, the catalogue print deadline.
10	The budget	A figure or a range. It is the fastest way to a fitting scope.

Poses signed by engineering

We set moving parts at the CAD pivots and send a clay preview. One engineer signs off the positions before any lighting, so no dealer shows a boom angle the machine cannot reach.

One model, every model year

The master model is archived. Next year, send the changed parts and the new colours, and we quote only the changes.



Maverick Frame production render.

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 show date

A STEP export of the machine and its attachments, a finish list, the livery files and the date of the next show or dealer launch, 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/
Manufacturing CGI	maverickframe.com/solutions/3d-rendering-for-manufacturing/
Or simply	reply to the email this guide arrived in.

Written by the people who read these briefs

Dim Kuzmenko is a co-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.