

FIELD GUIDE / 2026 EDITION

One Show. Five Deadlines. One 3D Model.

What to order from the moment the space is booked to the follow-up after the show, what the 3D model carries over, and the budget per stage.

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START HERE

Five deadlines, five vendors, one product

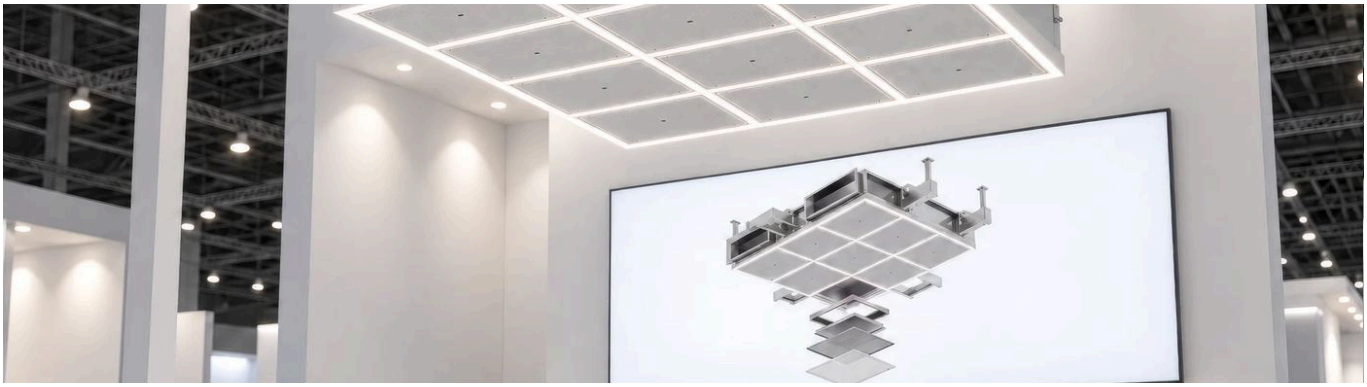
Most exhibitors buy show visuals one deadline at a time. Booth renders from the stand designer, catalog images from a photographer, a screen loop from a video company, a deck from the sales team and social clips from whoever is free the week before the opening.

Each of them rebuilds or reshoots the same product, and each shows it slightly differently. Visitors see four versions of one product on one stand, and the loop that should have stopped them arrives after the stand is already built.

	BOUGHT DEADLINE BY DEADLINE	PLANNED AS ONE ROADMAP
01	**The product is modelled or photographed again for each item**	One 3D model, kept on file for every format
02	**The screen loop is ordered after the stand is built**	Loops planned with the booth renders
03	**Graphics, screens and the deck disagree on details**	One accurate scene behind every visual
04	**The visuals are forgotten after the show**	Cutdowns planned before the doors open

The model is the asset. The show visuals are the output.

A product built from your CAD at real scale, with its materials and finishes, is the largest cost of the first set. If it stays with one studio, every later item pays for cameras, animation and layout, not for building the product again.



Maverick Frame production render.

THE ROADMAP

What to order at each stage, and what it keeps

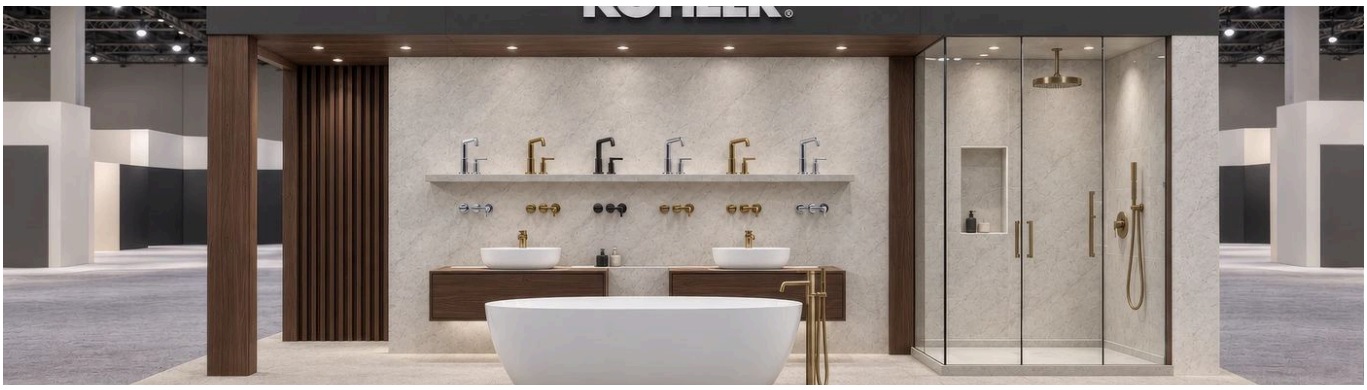
Five stages, in the order most exhibitors meet them before and after a trade show or expo. Each row says what to order, who will see it and what the next stage reuses.

STAGE	ORDER THESE VISUALS	WHO USES THEM	CARRIES OVER
Space booked	Stand concept and 3D booth renders, product renders for the show catalog	Management, stand builder, show catalog	Product model, materials, booth scene
Pre-show	Teaser clips, social posts and email visuals	Buyers, distributors, press	Camera moves, product looks
Booth build	Silent loops sized for each screen, a touch-screen configurator	Visitors at the stand	Loop setups, screen versions
Show days	A product demo animation and a meeting deck	Buyers, distributors, press	Demo scenes, deck renders
After the show	Social cutdowns, website visuals, sales follow-ups	Leads from the stand, website visitors	A scene library for the next show

Start where you are

If the booth build is next, order the screen loops now, and ask for the product and the cameras to be kept as one scene on file. That is what lets the demo animation, the deck and the cutdowns after the show reuse it rather than start again.

Not every exhibitor passes through all five stages. A returning exhibitor with a standard stand may start at Booth build. The order still holds, and so does the rule: whatever stage comes first builds the scene the others reuse.



Maverick Frame production render.

WHAT IT COSTS

One product, five stages, line by line

A composite for one product line shown at one trade show, priced at mid-market studio rates. Still and per-minute rates are the same in both totals; only the product model build changes.

	LINE ITEM	BASIS	AT STUDIO RATES
01	Space booked: product model from CAD	once	**$1,800**
02	Space booked: stand concept and 3D booth renders	6 views x $450	**$2,700**
03	Space booked: product renders for the show catalog	8 x $350	**$2,800**
04	Pre-show: teaser and social formats	scene reused from Space booked	**$400**
05	Pre-show: four teaser clips, 15 s each	1 min x $4,000	**$4,000**
06	Booth build: loop setups for each screen	scene reused from Pre-show	**$500**
07	Booth build: two silent booth loops, 30 s each	1 min x $4,000	**$4,000**
08	Booth build: touch-screen configurator, 3 variants	fixed scope	**$3,500**
09	Show days: product demo animation, 60 s	1 min x $5,000	**$5,000**
10	Show days: meeting deck with renders, 15 slides	fixed scope	**$1,500**
11	After the show: cutdown and website formats	scene reused from Show days	**$300**
12	After the show: six social cutdowns, 15 s each	1.5 min x $3,000	**$4,500**
	Space booked stage		$7,300
	Pre-show stage		$4,400
	Booth build stage		$8,000
	Show days stage		$6,500
	After the show stage		$4,800
	Planned as one roadmap		**$31,000**
	The same visuals bought stage by stage, from scratch		**$37,000**

24%	14%	26%	21%	15%
SPACE BOOKED	PRE-SHOW	BOOTH BUILD	SHOW DAYS	AFTER THE SHOW

From scratch means each later stage goes to a new vendor who builds the $1,800 product model again, instead of the $1,200 of scene updates above. Shares are of the $31,000 planned total.

THE ONE PAGE

What to send us at each stage

The short list of inputs that decides the price and the timeline at each stage. Send what you have; missing items become questions, not delays.

01	**Space booked: the product**	CAD, STEP or drawings, finish samples or photos, and which models go to the show.
02	**Space booked: the stand**	The stand size and shape, the hall plan and what visitors must try or see at the stand.
03	**Space booked: the brand**	Brand guidelines, logos and any graphics the stand builder already has.
04	**Pre-show: the channels**	Where the teasers go, the launch date and the message for buyers.
05	**Booth build: the screens**	Each screen or LED wall, its resolution and ratio, and the date files go to the stand builder.
06	**Booth build: the variants**	Colours, finishes or options visitors should switch on the touch screen.
07	**Show days: the meetings**	Who you meet at the show and what the deck has to answer.
08	**After the show: the follow-up**	The channels and the sales emails the cutdowns should feed.
09	**Any stage: the date**	The opening day and the shipping deadline. A minute of animation takes about 4 to 6 weeks.

Change stage, keep the scene

If we built your product at an earlier stage, reopening it takes one email: name the stage, the new item and any design changes since. The model is on file, so the quote starts from cameras and layout, not from the build.

Our terms are on the next page

Market ranges for stills and per minute of animation, our standard timelines and what counts as a revision round are on page 06, so you can check every rate in this composite.



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 what you already have

Plans, a model, photographs 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/
Trade show and exhibition work	maverickframe.com/solutions/exhibition-trade-show-visuals/
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.