

Exhibitor Cost-Cliff Audit

Illustrative event: ICSC at Red River **Event date:** 18 February 2026 **Scope:** public electrical-services form only

3 priority findings	\$96+ visible rate exposure*	28 Jan advance deadline
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Executive decision

To preserve advance pricing, submit the complete electrical order, payment and any required scaled floor plan by 28 January 2026. Confirm whether the booth requires power away from the standard rear location, overnight power or island-booth distribution before ordering. Those three facts change both the required paperwork and the likely cost.

01 **HIGH** Advance pricing can be lost even when the order itself is on time

Why it matters

The published 1,000W outlet price rises from \$193 advance to \$289 regular, a \$96 difference per outlet. Advance rates require a complete order with payment and, when applicable, a scaled electrical layout. A purchase order or copy of a check does not secure the advance rate.

Action before order

Confirm quantity and locations; submit valid payment plus the matching scaled layout no later than 28 January.

Source: Public form pp. 2-3, lines 127-138 and 237-243.

02 **HIGH** Island-booth or nonstandard outlet locations trigger layout and labor requirements

Why it matters

Island booths must supply a layout showing the main distribution point, every outlet location, exact measurements and booth orientation. Inline and peninsula booths also need distribution information when power is not at the rear. Minimum installation/removal labor and materials can apply.

Action before order

Mark booth type and every outlet on the drawing; verify order quantities match the layout before submission.

Source: Public form pp. 2-5, lines 170-212, 287-300 and 384-410.

03 MEDIUM Show-hours power may not cover equipment that must remain on

Why it matters

Standard electricity is turned on shortly before show opening and off shortly after closing. Power required outside that window must be ordered as 24-hour service at double the outlet rate.

Action before order

List every device that must remain powered overnight, including refrigerators, routers, chargers and demos with restart constraints.

Source: Public form p. 2, lines 213-218.

Order-ready checklist

STATUS	ITEM	WHAT MUST BE CONFIRMED
OPEN	Booth configuration	Inline, peninsula or island; identify standard versus nonstandard outlet locations.
OPEN	Equipment load	Peak watts/amps, voltage, phase and number of distinct outlet locations.
OPEN	Power schedule	Show hours only or 24-hour service for each device.
OPEN	Scaled layout	Outlet locations, exact measurements, orientation, surrounding booth/aisle numbers and main distribution point when required.
OPEN	Labor forms	Electrical distribution/work forms required by booth type and requested work.
OPEN	Payment	Authorized payment method submitted with complete order before the advance deadline.

Illustrative cost exposure

SERVICE	ADVANCE	REGULAR	DIFFERENCE
1,000W / 10A outlet	\$193	\$289	+\$96
20A, 208V, three-phase	\$592	\$888	+\$296
30A, 208V, three-phase	\$704	\$1,054	+\$350
60A, 208V, three-phase	\$966	\$1,449	+\$483

* This sample does not know the actual booth design or order quantities. The \$96+ summary is the smallest directly visible rate difference for one illustrative 1,000W outlet. It is exposure, not claimed savings.

Source and limitations

Source reviewed: Edlen Electrical Exhibition Services, ICSC at Red River electrical order packet, eight pages, event number 026002SA. This document demonstrates the proposed audit format using public information. It is not affiliated with or endorsed by the event, facility or electrical contractor. A live audit would also require the complete exhibitor service kit, booth plan, shipping plan and intended orders. CostCliff flags operational document risks; the event contractor remains the authority for service requirements and charges.

What a live audit adds

INPUT	USED TO VERIFY
Complete service kit	All official deadlines, rate tiers, exclusive-provider rules, order forms and cancellation windows.
Booth plan	Booth type, dimensions, outlet and utility locations, orientation, hanging signs and drawing dependencies.
Shipping plan	Advance warehouse versus direct-to-show timing, carrier paperwork, material-handling exposure and pickup rules.
Intended orders	Quantity-to-layout mismatches, missing services, duplicated services and assumptions that change price.

Pilot deliverable

Within two business days after payment and complete documents: a reviewed PDF with an executive decision summary, prioritized exceptions, estimated exposure where the source supports it, page-level citations and an order-ready action list. Ambiguity is flagged for confirmation rather than guessed.

Important boundary

This is an operational preflight, not electrical, legal or event-contractor advice. It does not submit orders, interpret unwritten show-site practices or guarantee final charges. The buyer retains approval and the official contractor remains authoritative.