



2011 RATE CARD

Hourly Consulting, Educating, and Marketing Support Services

\$125 per/hour – no contract

\$100 per/hour – 20 hours per month – no contract

Hourly services that support hands-on marketing and project initiatives may include and are not limited to: retailer/manufacturer/distributor liaison and project education; staff training; retail services project development collaboration; event sponsorship contract negotiations; event planning, marketing coordination, and follow-up (includes placing work orders); attending and presenting at conference business and/or staff meetings.

(On-site visits and educational services are not included in hourly consulting support services rates. \$300 "travel day" rate" plus travel related expenses is applicable based if travel is required and may be reduced or waived based on negotiated contract.)

On-Site Consulting

\$425 – half day – 4 hour

\$750 – full day – 8 hours

Visit and consult with client at their location based on vendor/retailer pre-determined objectives and deliverables. Includes visit preparation, on-site consultation, and brief report if applicable.

In-person Training, Seminars, and Appearances (Public/On Stage)

\$975 – full day (show hours plus can include presentation and/or topical slide show)

\$125 per/hour – booth appearance only (3 hour minimum)

Interactive education at trade shows, tabletops, and on-location including in-booth appearances, seminars, workshops, round-tables, trainings, and customized

askDebby.com - Debby Swoboda Marketing Solutions, Inc.

- Address: 6629 SE Broadmoor Lane, Stuart, FL 34997 ▪ Office (772) 287-9559 ▪ Fax: (800) 640-1936
- Website: www.askDebby.com ▪ Email: debby@askDebby.com

sessions. Can be added for launch and promotion of sponsored initiatives, or as stand-alone sessions designed to educate retailers/manufacturers/distributors.

Seminars & Workshops Only

\$750 per presentation

"Presentation only" at trade shows, tabletops, and on-location which includes research, preparation, presentation delivery, and copy of digital presentation for achieve and distribution.

askDebby.com TeleTrainings

\$425 per session

TeleTrainings are educational on-line webinars that provide attendees practical "how-to" marketing and merchandising sessions. Each 30-40 minute session is accompanied by a PowerPoint presentation and a Q&A session. Cost includes hosting event registration, email invitations and list management, presentation preparation, session delivery, approved presentations achieved on-line (askDebby.com), and a brief report to sponsor. All tele-training sponsors are recognized as askDebby.com Educational Sponsors and are included in a variety of online marketing venues.

Retainers & Contracts

Customized project packages and yearlong service contracts are available and are priced on an individual basis.

Service and Payment Policies:

- * Fees are invoiced monthly and due upon receipt.
- * Associated travel expenses, printing, and out-of-pocket expenses are additional.
- * Mileage is invoiced at the current U.S. Government reimbursement rate.
- * 50% deposit required with signed agreement for Appearances, Seminars and Workshops (including airfare and hotel deposits made) to reserve date. Balance and unpaid travel expenses will be billed when service(s) are delivered.

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