



MAKERS
CREATIVES
ARTISTS
DESIGNERS

Thank you for considering ExpoDesign for your parade float needs. Please allow me a moment to introduce you to ExpoDesign's Parade Float Services.

We have all sorts of options from customization of floats rentals to fully custom constructed floats and even float purchasing. We can help any size sponsor with float rentals beginning from \$3,500 and sell parade floats beginning from \$20,000. All floats rentals are a combination of the rental costs plus logistics cost (which can vary depending on different factors).

Not sure where to start? We find it is best to start with answering a couple questions, looking at examples of parade floats, understanding the rental costs and reaching out to us to schedule a time to talk.

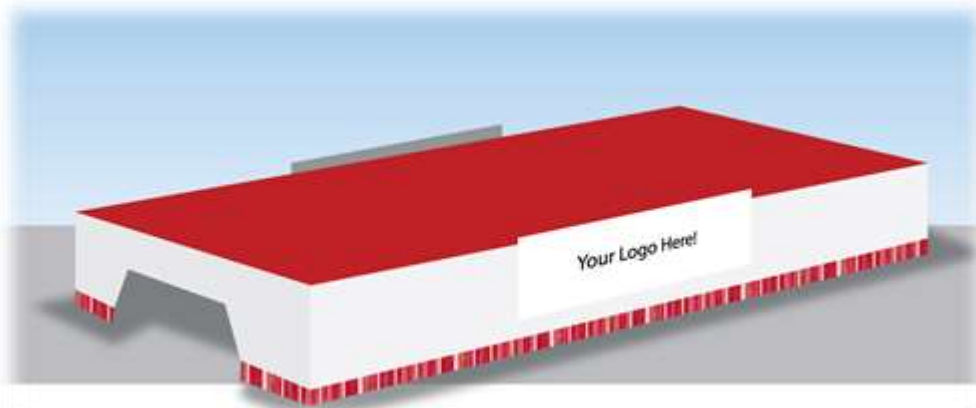
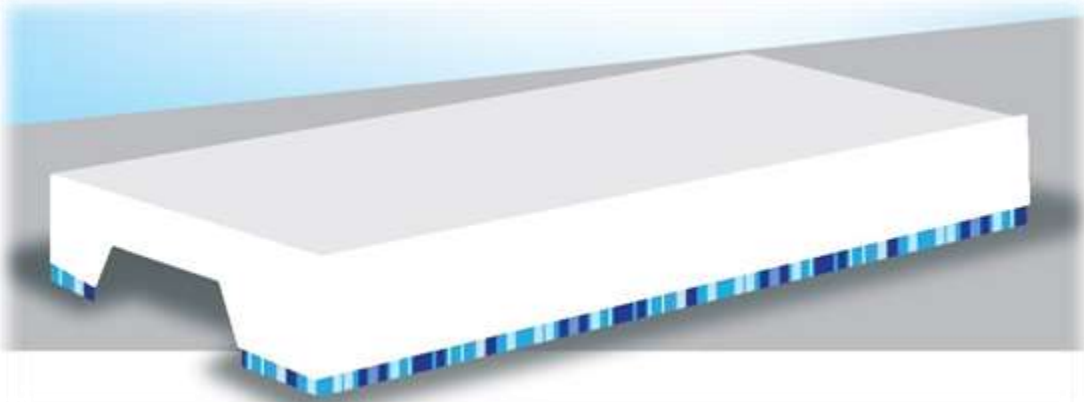
Questions to ask yourself:

- Are you looking to rent or buy?
- What is your parade date?
- Do you have a theme to work around? (Founders Day, 4th of July, Holiday, Pride)
- Do you have an idea of what you want the float to look like?
- What is your planned budget?

Now let's look at your parade float options!

ExpoDesign's Parade Float Services Introduction

Our parade floats typically begin as blank, rectangular beds (7' wide, 20' long, and 32" high) built upon a hay wagon chassis (pictured below). Off that basic framework, we can attach additional steel, wood, platforms, and props to bring evocative and whimsical scenes to life. There are no right or wrong choices when it comes to designing a float; it all comes down to what your needs are. Your needs or budget may dictate that you don't require any additional components, in which case a basic bed with minimal signage will be perfect. The red and white float (rendered below) only costs about \$1,100.



If you're looking for a little more impact, then we can start adding various components to the float. Some sponsors choose to showcase their riders a little more, in which case the float will be outfitted with platforms and/or seating options (depending on how many riders there are). Other sponsors choose to use their floats as a rolling billboards and fill the available space with signage and props.

Floats with Platforms

Platforms are a useful way to further elevate riders. They can be custom built to a variety of heights, shapes, and sizes. The American Legion Float (below left) features a simple box with a railing to accommodate four or five veteran participants. The Shelly's Voice Float (below right) has multiple platforms joined together to raise the riders even higher above the densely packed crowd.



Smaller platforms can be added to float beds starting at about \$500. Larger ones (as seen on the American Legion float) might cost closer to \$2,000.



Platforms can also become a more integral part of a float. Instead of just showcasing riders, platforms themselves can be transformed into props. The ones for the Hendricks Regional Health Float (above) were arranged and then wrapped with graphics and then sheets of acrylic to turn a basic, rectangular float bed into a rolling model of the client's new hospital. The float itself remained 20' long (not including the

helipad 'tow unit'), 10' tall, and about 12' wide. The hospital wing that you see sticking out in the second picture folds up to allow for easy travel. This float was in the \$10,000 range.

Arching Floats

Large arches or steps are typically welded directly to the bed, although if necessary, could be fabricated to be modular and then assembled together on site. Floats like these can be easily assembled and stored. The railings for both floats pictured above socket into place.



The green, arching float (above left) is available to rent, and typically rents for around \$4,000. A custom archway for your float could be newly replicated starting around \$6,000 as an addition to the basic chassis.

Floats with Aprons and Skirts

An effective way to change the basic shape of a float is to add aprons or skirts. We classify aprons as extensions off the sides of the float that can support the weight of riders. Skirts also extend off the sides of the float, but perhaps do so at an angle and are not meant to be load bearing.



Aprons can come in nearly any shape or size, ranging from small half-circles that jut out from the bed (see above left), to ones that span the length of the float (see bottom right). Adding a smaller set of aprons

can cost around \$1,200, while the larger ones can start out around \$5,000. Skirts usually cost less; they don't have to be as structurally sound and can be made with lighter, cheaper materials. A set of smaller ones (as seen below left) may only run around \$900. Larger ones, when made with cheaper materials (as seen above right), can cover all sides of the float and still only cost around \$1,300. In addition to the other elements (graphics and a platform), the cost of the float itself was around \$6,000.



Archways and Backdrops

Archways, signs, and props can be positioned to divide floats down the middle and create a natural line of symmetry, or they can sit at the rear of the float and serve as a backdrop. These can be opaque graphics or signs, or they can stretch above the beds to allow riders to engage with the crowds on both sides of the parade route.



The float pictured on the top left utilizes a basic steel frame with a printed rainbow graphic, but it leaves space below so participants will have plenty of storage space for candy. This is a relatively large archway and would only cost around \$1,600 to reproduce. The float at the bottom right also features a large steel frame covered with a printed graphic, and it serves as more of a backdrop for the riders. The graphics are larger than the ones that make up the rainbow, thus the cost is a little higher. Conversely, the float to the top right has a more 3-dimensional frame that is wrapped in faux-foliage and topped with a custom-carved prop. Many more hours of labor go into fabricating that, and to reproduce it would run around \$5,000. A spiritual cousin of that archway was reproduced on a smaller scale and with less detail (bottom left) for about \$1,200.



Props

Props can be the most impactful magical aspect of almost any float. There's hardly any limit to what our team of artists can create: dimensional corporate logos, equipment and vehicles, buildings or structures, plants and animals, and even people. Most of our props are hand carved from blocks of EPS foam and then painted. They are lightweight and reasonably easy to maneuver.



The cost for fabricating a custom, medium sized prop (such as the military vehicles in the top left photo or the cat in the top right) begins around \$4,000-\$5,000. Adding a prop to a float results in a high upfront price, but once it exists it can be reused again in ensuing years with little to no cost. More enterprising clients may find that they have uses for their props outside of parades and elect to use them as photo-ops or décor at fundraisers or at their place of business.



We recognize that hand carved props might not fit in the budget for most people, but their presence can still be replicated with clever use of graphics. Similar to the arching rainbow above, we can wrap a steel frame with graphics to create a facsimile of a more dimensional prop (see below).



Add-Ons...

Generator - \$250

-Includes use of 2000-watt suitcase generator

Stereo - \$350

-Includes mp3 compatible stereo amp and speakers (generator required). When paired with generator, price drops to \$500 total.

Bubble Machine - \$75

-Includes use of bubble machine plus bubble liquid (generator required)

Fog Machine - \$75

-Includes use of fog machine plus fog liquid (generator required)

“Motion” – Starting at \$100

-Motors can be added to props and signs to make them rotate, bob up and down, or sway back and forth

Custom Flags or Banners – Starting at \$300

-Expo will can fabricate custom flags or vinyl banners for participants marching in front of or alongside the float.

Logistics

Logistics can usually be split up into three categories: labor, shipping, and travel expenses. Depending on when the parade is (weekend parades inherently result in overtime hours), handling a float for the day can run between \$900-\$1,400.

Getting the float to the parade is another cost altogether. Our floats are designed to fit in the back of semis so they can be transported most anywhere in the country. While trucking is expensive, shipping costs are priced with little to no markup. Shipping costs can be mitigated when renting multiple floats. For smaller, nearby parades, a box truck can be used in lieu of a semi, and shipping costs remain steady at round \$1,100.

The same is true for any other travel-related expenses (i.e. flights, hotels, per diems, etc.).

Float Examples:

Here are some examples of parade floats and approximate pricing for each (Logistic costs not included):

From \$2,500-\$5,000



From \$6,000-\$10,000



From \$12,000-\$18,000



From \$20,000+



Want to customize a parade float to be a better representation of you? Give me a call and let's talk about it now, it's never too early to start planning.

Interested in learning more? Let schedule a time to chat.

Peter Santiago, email: psantiago@expodesign.net phone: 317-784-5610