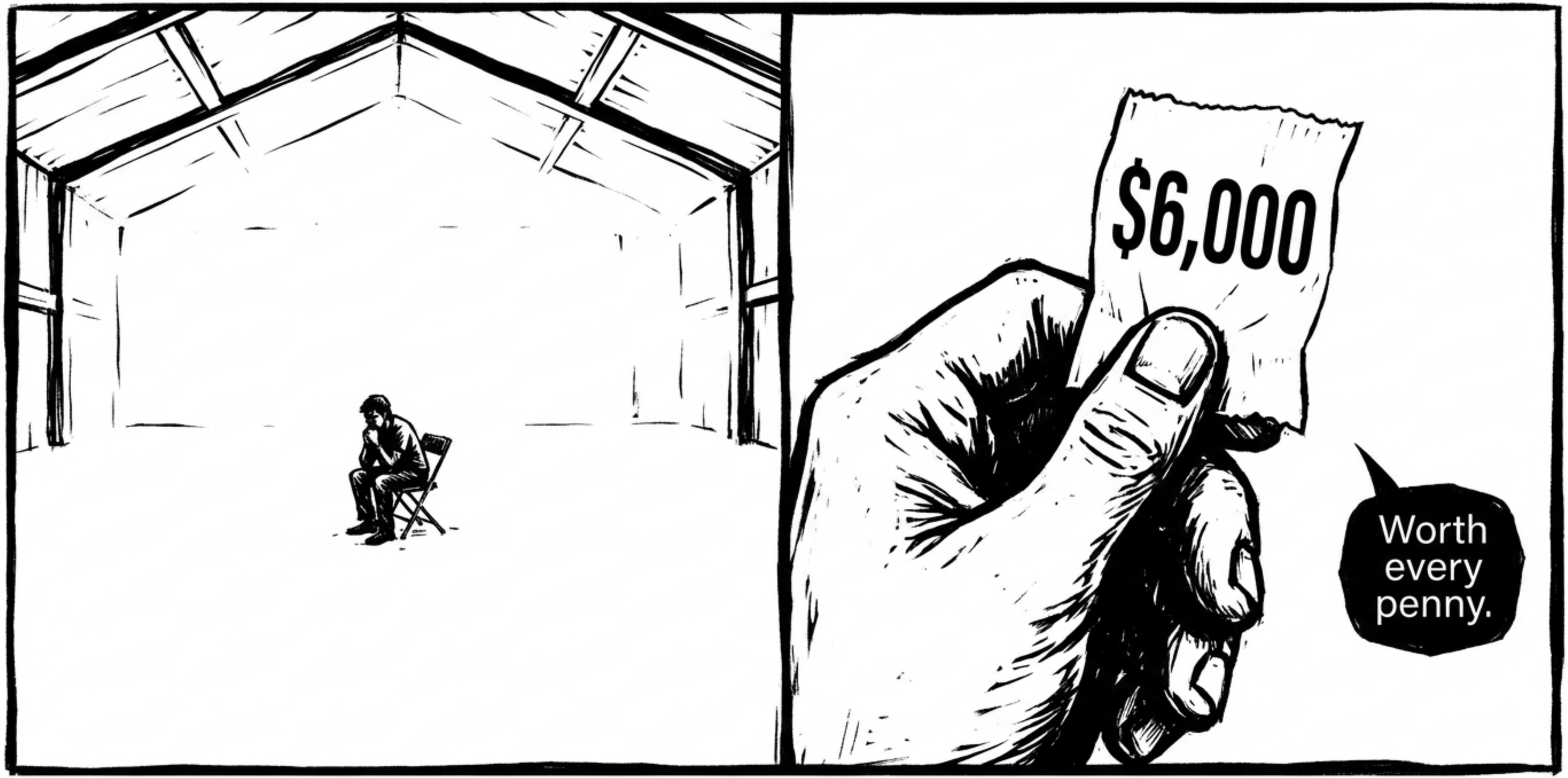

For example, if a booth carries $6,000 in event-specific fixed costs and produces $120 contribution per completed appointment, it needs 50 appointments merely to break even.

NOTHING FUELS ARTISTIC PASSION QUITE LIKE INSTANT, CRUSHING DEBT.