

2 Cost planning: It all hinges on skilful budgeting

One thing is certain: a great many things have to dovetail before an exhibition stand can impress its visitors and your potential customers. And it all costs money. We go out of our way to eliminate the possibility of unwelcome surprises from the beginning. A detailed overall budget involving thorough cost planning ensures that you have all the costs under control. Don't forget to consider the following items:

Hiring of the space	_____
Rental for additional meeting rooms and advertising spaces	_____
Stand design, stand construction	_____
Plants and flowers for stand	_____
Connection and operating costs for electricity, water, telephone, data services etc	_____
TV, video, projections, multimedia	_____
Exhibition publicity (ads/invitations)	_____
Press work before and after the exhibition	_____
Exhibition program (presentations, shows, fashion show etc.)	_____
Fees for the public use of recorded material (for the use of music)	_____
Costs for measures during the exhibition (seminars, evening events, customer invitations etc.)	_____
Costs for interior designers, photographers, security staff, cleaning service	_____
External assembly and stand personnel (hostesses, models etc.)	_____
Exhibition clothes, name plates	_____
Travel and accommodation costs	_____
Allowances, out-of-pocket expenses, overtime payments	_____
Parking fees/tips	_____
Insurance for exhibited goods	_____

Transport and any customs duties payable	_____
Local expenses, haulage companies	_____
Promotional gifts and giveaways, carrier bags, posters, stickers	_____
Brochures, sales documents, price lists	_____
Admission vouchers, invitations	_____
Entertainment expenses, catering at the stand	_____
Contingencies, reserve	_____
Total	_____