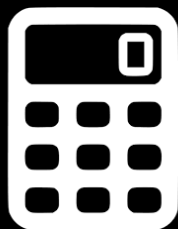


Budgeting Your Exhibition Participation



Costs for exhibition participation can quite easily escalate at a frightening rate so it is essential that in planning your participation there is an overall spend limit in place

Strategy & Budget

Rather like buying a house or a car, designing your exhibition stand relies on having a budget and being creative to make your budget work for you.

The most common mistake made by exhibitors is to start with *what they like* – this is usually a stand seen on a website or at an exhibition.

Working backwards will probably lead to a beautiful looking stand that didn't really function well on all fronts for you.

The starting point for stands that will make a lasting impression, are functional and a successful vehicle to drive sales, is the formulation of a **budget driven exhibition strategy**.

Key to your strategy is your overall objective for attending and the key actions for achieving your objectives. Each action will have a cost

Your stand plan and stand graphics design and will be the end result of the planning process.



1. Research costs **BEFORE** booking stand space. It is better to have a smaller stand designed well than a large stand with insufficient budget for professional creative design.
2. Keeping a detailed record of expenditure allows for ROI analysis after the show and a framework to follow and improve on for the next event.
3. Book items with surcharges early. These will include power, rigging, internet and stand catering
4. Stands with a tight budget should avoid Island Sites & Stand Alone Stands - these have the highest power charges.
5. Stands with only One Open Side have more walls to dress therefore a higher graphics expenditure.
6. Get cost comparisons on different stand types – shell scheme, lightbox walls and custom build
7. Read all available information from exhibition service suppliers before committing to the purchase of any stand services.

Exhibition Cost Tracker

This is by no means an exhaustive list of expenditure items but used as a framework to personalise to your requirements it will provide a good starting point

Expenditure Item	Supplier	Cost	Deadline	Responsibility	Notes
Stand Space	Organiser				3m x 6m = 18m2 Shell Scheme – 2 Open Sides
Sponsorship	Organiser				Carrier Bags x 1000 branded. Inc delivery to venue
Insurance	Insurer				Public Liability & Cancellation Insurance
Accommodation					3 People 2 Nights. Book Early!
Transportation					Petrol Cost, Van Hire, Rail, Flights, Logistics Company Delivery & Collection
Car Park Charges	ExCeL London				No Of Cars x Days x £25.00
Staff Expenses					Daily Subsistence / Float / Travel
Meals					No Of People Cost Per Head
Client Entertainment					Type? Allowance
Shell Scheme Package	Moyne				Includes Wall Graphics & 1 x 500w Socket and 3 x Spotlights, Lockable Cupboard with Front Graphic. 3 x Stools & 1 x High Table
Graphics Designer	In House / External?				Cost To Design Graphics Artwork
Imagery For Graphics					Artwork Images - Purchase? Supplier / Client?
Power Sockets	Moyne				For Coffee Machine 2KW
Furniture	Moyne				Added Reception Counter to Package furniture
AV	Moyne				Hire of 50" TV Screen to stand wall
Carpet & Floor	Moyne				40mm Floor & Red Carpet
Coffee Machine Hire	ExCeL London				Power Not Included ordered via Moyne
WiFi Hotspot	ExCeL London				1Mbps For Presentation & Download – 1 User
Scanner	Registration Supplier				To Scan Visitor Badges
Giveaways					Pens, Carrier Bags etc
Presentation	In House / External?				For TV hired from Moyne
Product Display					Shelves, Plinths, Hanging Rail? Storeroom?
Product Delivery					Costs Associated With Having Product At The Show
Total					

Cancellation Fees & Additional Charges

Inevitably things can change from the point of confirming a stand booking. These may include last minute budget restrictions, changes to corporate branding, new product launch not ready in time, company takeover.... Changes can lead to stand cancellation fees or last minute graphics artwork amendments and reprints. Always read the small print regarding surcharges and cancellations in Organisers and Suppliers terms and conditions.