

## 4 Preparing the exhibit budget

In this section clear budget headings are provided in a checklist, not all of which are compulsory, however. It is the responsibility of the exhibitor to choose those items that keep costs to a minimum. Some optional items are marked with an asterisk.

Yet a detailed budget is necessary to control costs and can also serve as a practical checklist of actions in advance of the show. It usually covers four main categories: direct expenses, exhibit material, promotional costs and staff.

### Direct expenses

These include the cost of the exhibit space, the 'shell scheme' or basic stand walls, floor and name board often provided by the organizer. Alternatively, it may be decided to design and build an individual stand. National groups often prefer this. Stand construction would include costs for services such as electricity, gas, water, waste and telephone. Stand cleaning, furniture and carpet hire should be calculated carefully. Design fees may also be needed, so that a contingency sum should be added. An estimated 10 to 15 per cent of the total participation costs should be added to cover unforeseen expenses.

### Exhibit material

This embraces all costs connected with the exhibit itself. An early decision should be made as to which items are to go on display, how they will be transported and whether they will be provided locally. The list should include: products for display; transportation costs; and installation costs, including unpacking.

### Promotional costs

Participation in a trade fair has to be advertised if trade visitors are to visit the stand, and should include media publicity, hand-outs and direct mail material.

Provision should be made for the catalogue costs, including that of the official catalogue entry (when this is not free of charge), an advertisement in the catalogue and the purchase of extra copies. A budget should also be allowed for technical press advertising and literature, and the cost of public relations staff, entertainment, photography, VIP visits, special events and other expenses. If there is a lot of publicity, it will be necessary to raise the contingency ceiling to about 20 per cent, in order to take advantage of opportunities that may arise in the course of the show.

### Staff costs

This section comprises principally subsistence, travel, car rental, badges and passes, interpreters and a sum for contingencies.



## Checklist of exhibit budget headings

Items marked with an asterisk may be considered optional. Some budget headings may be included in exhibition stand packages proposed by the organizers, for example, shell schemes.

### Direct expenses

- Space rental

- Press releases, announcements, invitations (translation, printing, stationery)

### Design and construction

- Designer's fee\*
- Signboard and display production
- Shell scheme construction
- Custom design stand\*
- Display stands, window cases, racks, etc.
- Carpeting
- Furniture
- Stand dressing
- Electrical fittings
- Electricity
- Refrigeration\*
- Water and waste
- Telephone

- Mailing lists
- Mailing and postage (foreign)
- Advertising (including catalogue entries)
- Public relations agency fee\*
- Reception room rental\*
- Reception catering\*
- Stand hospitality\*
- Stand photography\*

### Staff

- Interpreters (optional)
- Receptionists\*
- International travel and per diem
- Air fares
- Hotel and living expenses
- Local transportation

### Stand services

- Cleaning
- Security

### Unforeseen contingencies

Some 10 to 15 per cent of total budget for the fair, with 5 per cent supplement if publicity proves higher than originally estimated.

### Insurance

- Freight
- Staff
- Exhibit material

### For TSIs only

### Exhibition recruitment

- Printing of exhibitors' lists
- Postage
- Telephone
- Internal transportation

### Exhibit material

- Exhibit preparation
- Freight (air/sea)
- Forwarding and handling
- Installation costs (unpacking of crates)

### Miscellaneous

- Market research consultant's fee\*

### Promotion

- Brochure (design, translation and printing)