

Trade fair budget

The trade fair budget serves as the basis for subsequent monitoring of success. Generally, the aim is to achieve maximum trade fair success with the minimum of costs. In order to be able to adequately evaluate the result of your trade fair appearance, ascertaining all costs incurred through trade fair participation is necessary prior to the fair. This budget represents the maximum cost ceiling, which must not be exceeded.

For first-time trade fair participants, budget planning is very difficult because the variable costs, in contrast to the fixed costs, are unknown due to lack of experience.

A rule of thumb is the 60 percent rule, i. e. around 20% of your trade fair budget goes towards the renting of the stand, which you have to pay to the trade fair company, and a further 40% is for stand construction. Naturally, the 60 percent rule cannot be generalised, since, for example some companies construct very complex stands while others only have simple system stands.

In order to simplify your trade fair budget, KölnMesse is offering a Trade fair budget checklist to you for budgeting trade fair costs.

Trade fair budget checklist

Name of event/trade fair:

Location:

Duration:

Stand size:

Type of costs	Plan	Actual	Difference
Trade fair preparation			
Procurement of addresses			
Design of trade fair invitations/advertising material			
Postage			
Trade fair team training			
Other costs			
Total costs for trade fair preparation			
Stand rent			
Renting of space			
Surcharges			
Total stand rent			
Stand construction costs			
Electricity supply			
Water supply			
Telephone connection			
Fax connection			
Decoration costs			
Stand design/stand concept			
Stand constructors' costs			
Painters			
Carpenters			
Photos			
Production of video			
Flowers/plants			
Other costs			
Total costs for stand construction			
Stand operation costs			
Electricity			
Gas			
Water			
Telephone			
Fax			
Office materials			
On-stand entertainment costs			
Other entertainment costs			
Stand security costs			
Trade fair first-aid			
Cleaning costs			
Other costs			
Total stand operation costs			
Travel costs and accommodation			

Accommodation/hotel			
Train/plane/car			
Taxi			
Hire car			
Catering/event meal			
Parking permits			
Admission permits			
Other costs			
Total costs			
Personnel costs			
Hostesses			
Interpreters			
Accommodation of external employees			
Kitchen personnel			
Trade fair clothing			
Instruction of external employees			
Expenses			
Travel expenses for external employees			
Social insurance for external employees			
Trade fair premiums			
Other personnel costs			
Total costs			
Tranportation costs			
Haulage costs			
Rail and air freight			
Courier services			
Postage costs			
Total transportation costs			
Insurance costs			
Accident insurance			
Third-party insurance			
Transportation insurance			
Exhibition insurance			
Other insurance			
Total insurance costs			
Exhibits			
Prototype development			
Prototype production			
Costs for special exhibits			
Depreciation/decline in value			
Total exhibit costs			
Advertising costs			
Entry in catalogue			
Catalogue advertisement			
Advertisement in specialist press			
Admission tickets for visitors			
Information material and brochures			
Trade fair brochures			
Trade fair gifts			
Press material			
On-stand advertising			

Advertising in exhibition hall			
Outdoor advertising			
Radio and TV advertising			
Posters/billboards			
Transport advertising			
Costs for promotion			
Other costs			
Total advertising costs			
Incentives			
for the press			
for clients			
for employees			
Total incentive costs			
Trade fair follow-up			
Evaluation of trade fair reports			
Letters of thanks			
Brochures/information material			
Postage			
Visits by sales force			
Others expenses			
Total costs for trade fair follow-up			
Reserve			
Total costs			