

RESOURCES.

NEOSCREATIVE'S ONE-STOP-SHOP OF INFO.

From exhibition advice, briefing, budgeting, travelling, strategy, ideas, disaster avoidance; you need it, we got it.

1) PROJECT NAME:

BUDGETING

This document will help you create a solid budget for your event or exhibition, just work through each section and add up your sub-totals.

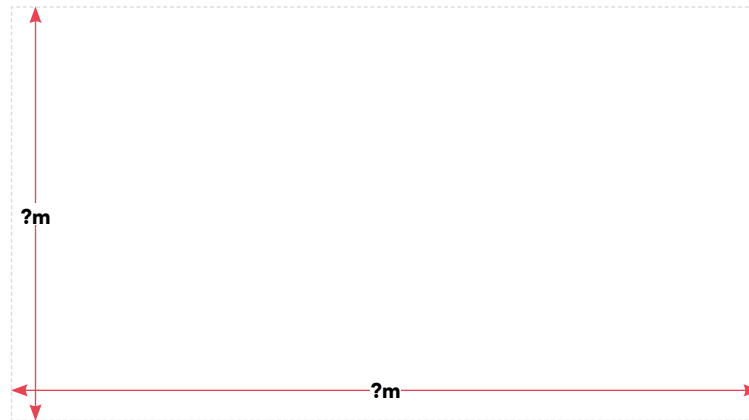
FOR YOUR INFORMATION::

All price guides are rough estimates only and final pricing will be 100% dependent on location, contractor and specification.

SPACE

This can range from £200/m² through to £550/m². Think about the size of stand your company requires; considering brand values, impact, industry status, corporate goals and expected ROI.

Exhibition stand size should not be dictated by available budget, **influenced maybe**, but not dictated. For example, budget may be £10k for space but potential ROI should exceed £300k, there is a direct correlation between impact and ROI achievements.



CALCULATIONS:

STAND SIZE =

SPACE COST TOTAL =

DESIGN, PROJECT MANAGEMENT AND ON-SITE MANAGEMENT

We suggest that budgeting for design should be a key part of your budget. Many exhibition companies offer free design, is that morally correct and let's face it, nothing is ever free so you will be paying for it at some stage. The below is typically between 50%-100% of the space fees budget.

CONSIDERATIONS

Stand design and engineering

Office based project management

Graphic design

Multi-media design and creation

On-site project management – with associated travel costs

CALCULATIONS:

DESIGN & MANAGEMENT TOTAL =

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CONSTRUCTION

This budget is very much based on final requirements and the price range is extremely wide from £400/m2 to £2000/m2. Please consider the elements that will make up the above price;

Potential raised platform

Floor covering

Walling

Hanging signage

Graphic production

Audio visual hire

Lighting

Furniture hire

Transportation

Installation and dismantling

CALCULATIONS:

CONSTRUCTION TOTAL =

ON-SITE SERVICES

This budget is hard to estimate and the closest equation is typically 30% of stand construction costs. On-site services may include;

Electrical connection

Electrical consumption

Rigging from hall ceiling

Internet connection

Drayage
(Material Handling), moving of the exhibition stand from
unloaded at dock to being adjacent to your stand, empty
case storage and return re-loading.

Water & Waste connection

CALCULATIONS:

ON-SITE SERVICES TOTAL =

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THE EXTRAS

No fixed numbers can be suggested for this section but budget should be allocated.

Catering –
your available budget will dictate what you can offer your visitors.

Giveaways –
as above, think about giveaways that are truly useful, maybe more expensive but will retain post show value.

Uniforms, name badges, ties, scarves

Literature production and transportation –
NeosCreative suggest that use QR codes and downloadable literature instead of printing.

Product display creation, transportation and presentation

Stand hosts, manning reception, specific areas

CALCULATIONS:

THE EXTRAS TOTAL =

THE SOMETIMES IGNORED

Of course, NeosCreative understand that budgets within business are accounted for differently however, NeosCreative want you to have a full picture of the true exhibition budget, therefore, please consider;

Exhibition staff travel, accommodation and subsistence

At show client entertainment

Pre, at and post show specific marketing activities

CALCULATIONS:

THE OFTEN IGNORED TOTAL=

2) A TRUE ESTIMATE:

BUDGETING

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IN CONCLUSION:

Add up all of the sub-totals and now you have a robust exhibition budget.

THE TOTAL TOTALS

SPACE COST TOTAL =

DESIGN & MANAGEMENT TOTAL=

CONSTRUCTION TOTAL =

ON-SITE SERVICES TOTAL=

THE EXTRAS TOTAL =

THE OFTEN IGNORED TOTAL =



CALCULATIONS:

YOUR MORE HONEST BUDGET TOTAL=

Found this useful?

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