

## Trade fair costs checklist

<b>Basic costs</b>		
▶ Registration and stand rental	_____	_____
▶ Stand utilities (electricity, water, compressed air, telephone and internet etc.)	_____	_____
▶ Other basic costs charged by the organiser (tickets, cleaning, etc.)	_____	_____
▶ Insurance	_____	_____
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<b>Costs for stand design, construction, equipment</b>		
▶ Stand design (design, construction planning)	_____	_____
▶ Stand construction	_____	_____
▶ Stand equipment (furniture, kitchen equipment, etc.)	_____	_____
▶ Exhibits and models (new)	_____	_____
▶ Graphic design (stand signage, photos, texts etc.)	_____	_____
▶ Technical equipment	_____	_____
▶ Decoration	_____	_____
▶ Plants and flowers	_____	_____
▶ Depreciation	_____	_____
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<b>Costs for stand service and communication</b>		
▶ Stand service and catering	_____	_____
▶ Equipment	_____	_____
▶ Communication (invitations, advertisements, give-aways, catalogue entry, entrance vouchers for visitors, etc.)	_____	_____
▶ Press activities (press conference, press kit)	_____	_____
▶ Telephone and Internet	_____	_____
▶	_____	_____
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<b>Costs for transport, handling and disposal</b>		
▶ Transport	_____	_____
▶ Transport handling at the exhibition venue	_____	_____
▶ Storage of empty goods at the exhibition venue	_____	_____
▶ Customs fees	_____	_____
▶ Insurance	_____	_____
▶ Waste disposal	_____	_____
▶	_____	_____
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<b>Personnel / travel expenses</b>		
▶ External personnel (staff to provide information, such as hosts and hostesses, interpreters, auxiliary staff)		
■ Fees	_____	_____
■ Travel expenses	_____	_____
▶ In-house staff		
■ Fees	_____	_____
■ Travel expenses	_____	_____
▶ Equipment (clothing, name tags, etc.)	_____	_____
▶ Training for the stand crew	_____	_____
▶ Food and drink outside the stand	_____	_____
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<b>Other costs</b>		
▶ Market research (surveys)	_____	_____
▶ Other unspecified costs	_____	_____
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<b>Basic costs</b>	_____	_____
<b>Costs for design, stand construction, equipment</b>	_____	_____
<b>Costs for stand service and communication</b>	_____	_____
<b>Costs for transport, handling and disposal</b>	_____	_____
<b>Personnel/travel expenses</b>	_____	_____
<b>Other costs</b>	_____	_____
▶	_____	_____
<b>TOTAL COST</b>	_____	_____

**Source:** brochure „Successful Participation in Trade Fairs“  
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 download free of cost <https://www.auma.de/en>