

Trade Fair Costs Check List

Basic costs		
▶ Rental of stand	_____	_____
▶ Power supply	_____	_____
▶ Other basic costs	_____	_____
i.a. identity cards for exhibitors, carpark tickets		
▶ _____	_____	_____
Costs for stand assembly, decoration and lay-out as well as tax write-offs		
▶ Stand assembly	_____	_____
i.a. assembly, dismantling		
▶ Stand decoration	_____	_____
i.a. Furniture, carpet, lighting, kitchen equipment, video recorder/slide projector		
▶ Stand lay-out	_____	_____
i.a. creative design, planning, stand product captions, displays, photographs, slides, signs, decoration, stand decoration, audiovisual presentations, presentations		
▶ Tax write-off	_____	_____
▶ _____	_____	_____
Costs for stand service and communication		
▶ Stand service	_____	_____
i.a. hospitality for visitors		
▶ Equipment, expenses and fees for hostesses, interpreters, temporary workers etc. employed especially for the trade fair	_____	_____
▶ Communication	_____	_____
i.a. invitations, free gifts, printed matter, entries in catalogue, direct advertising, mailings, press folders, advertisements, translations, free entry for visitors		
▶ Telephone, fax, telex, internet	_____	_____
▶ _____	_____	_____
Costs for transport and handling as well as waste disposal costs		
▶ Transportation and handling,	_____	_____
i.a. storing empties, insurance, duty		
▶ Waste disposal costs	_____	_____
▶ _____	_____	_____
Personnel/travel costs		
▶ Personnel costs	_____	_____
for all the firm's employees who are involved in preparation or in the trade fair itself		
▶ Hotel and travel costs for these employees	_____	_____
▶ Hospitality costs outside the stand	_____	_____
▶ _____	_____	_____
Other costs		
▶ Preparation and follow up for the trade fair	_____	_____
▶ Training	_____	_____
▶ Costs of other departments due to the trade fair	_____	_____
i.a. exhibits, market research		
▶ Further costs which are not specified	_____	_____
▶ _____	_____	_____
Basic costs	_____	_____
Stand assembly, decoration and lay-out as well as tax write-offs	_____	_____
Stand service and communication	_____	_____
Transport and handling as well as waste disposal	_____	_____
Personnel/travel costs	_____	_____
Other costs	_____	_____
▶ _____	_____	_____
TOTAL COSTS	_____	_____

Source: brochure „Successful Participation in Trade Fairs“
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