



exhibitions • event environments • permanent solutions

Guidelines to Help Manage Exhibiting Costs

Planning

Plan ahead to save expensive last minute charges. Once you are at the show it is easy to rack up a number of unnecessary bills.

Last minute additions and changes are costly and stressful. The company you choose to design/build your stand should be able to help in dealing with many of these items and provide advice.

The Exhibition Stand

- Consider renting rather than buying an exhibition stand.
- Use modular/custom modular designs.
- Use suppliers/partner companies to share costs.
- Think about designing and using the stand for in-house display areas after/between shows.

Exhibition Graphic

- Use a carefully balanced mix of generic and specific graphic design.
- Consider how the graphics can be used at future events.
- Check that your graphics are produced using modern long lasting substrates and inks.
- Invest in the recommended storage cases to prevent damage

Transportation – if you choose not to use your stand builder/contractor for delivery and collection, consider the following:

- Keep accurate records of actual weight and number of shipments.
- Plan ahead to ensure the lowest number of deliveries and to avoid high cost last minute carriers
- Check full details of the carriers insurance policy.
- Ensure that the delivery is door to door (in particular if exhibiting abroad)
- If using your own transport be aware of delivery regulations and timing – ensure that drivers have all relevant paperwork.
- Share transport costs with partner/local companies at the same event.

Show Management/Show Services

- Show management offers reduced rates for early sign-up with prepayment.
- Don't miss any deadlines - it will cost you more!
- Order more electrical supply than you need.
- Order more phone/internet sockets that you need.
- Understand the order in which show services occur.
- Take advantage of any free offers from the organizers i.e. name badges, tokens for complimentary teas/coffees/ for your company personnel.

Promotional Items

Ensure that your stand design allows for storage of promotional items

Only hand out items in return for information.

- Investigate saving on quantity discounts and explore future uses.
- Explore cross-promotional opportunities with other exhibitors..
- Explore cross-promotional opportunities with local businesses.

Personnel/Travel

- Book early and ask hotels for any specials/corporate rates.
- Investigate joining associations to benefit from the various travel discounts they offer.
- Take advantage of parking discounts that some venues offer exhibitors.
- Use shuttle/courtesy buses instead of taxis.
- Organise staff rotas to facilitate shared travel.
- Set reasonable limits on expenses.