

- Before the exhibition -

THE BUDGET

A proper budget prevents an exceeding of that budget and disappointment after the exhibition. Furthermore you're making clear what the possibilities are before the exhibition. Participation in an exhibition involves the following costs:



1. Rent of m2 at the exhibition



2. Stand design - stand building - transport



3. Stand decoration - catering - furnishing

4. Facility costs



5. Marketing- and advertising costs

6. Staff expenses



7. Unforeseen costs