


# ALLOCATE YOUR BUDGET



## HOW TO MINIMIZE YOUR COST WHILE PREPARING FOR AN EXHIBITION?

**1**



**FOLLOW THE SCHEDULE**

Get the correct people to sign off on all materials as early as possible to avoid rush-order fees and overnight delivery charges


**2**



**GRAPHICS & DESIGN**

Be absolutely clear when briefing your graphic designer/contractors about what you need to get across. Unplanned design costs can adversely affect your budget


**3**



**STAND ASSETS**

Make sure your stand is flexible enough to suit your needs. Will you be reusing it, hiring or owning equipment and furniture, using fixed or mobile technology or printed materials to display information? Does it suit your purpose, create an experience worth remembering for prospects, and is it within your budget?

**4**




**TRANSPORTATION**

Depending on the size of your team, hire a bus or car to travel to and from the trade show to avoid large fares and time spent waiting for taxis.

**TIP:** Check with the venue for a free shuttle bus to the nearest landmark or your hotel.

**5**



**PROMOTIONS**

Work within an existing advertising campaign. Instead of reinventing the wheel, use artwork from a current promotion and stock photos rather than engaging a photographer for a new photo shoot


**6**



**DRESS CODE**

Either make «business attire» your standard clothing to wear or have an exhibition «uniform» consisting of a branded shirt / tie / blouse / other with appropriate footwear each day


**7**



**STAFF COSTS**

Book accommodation ahead of time and double up staff in rooms. Seasoned exhibitors who are well practiced will book hotel rooms as soon as the dates of the show have been released. Make sure to check cancellation policies but there is usually plenty of time without incurring unnecessary costs. Book a serviced apartment, which may be more affordable than staying in a hotel. Make sure it's in a convenient location as this could impact transport costs

**8**



**REFRESHMENTS**

Allocate a day rate for refreshments for you and each member of your team