

## Planning your budget – estimation of the costs

We prepared this overview of the most important items as an aid for calculating your budget.

All prices indicated below are net and subject to applicable value-added tax.

Prices marked with \* are prices of 2020.

They will be updated as soon as the prices for 2021 are available.

Apart from the stand rent and construction, additional costs such as technical services, advertising, PR, forwarding etc. are to be considered. A lot of below-mentioned items will be charged for costs actually incurred, depending on use. Start planning your budget as soon as possible in order to compare different proposals.

Stand rental (floor space only) Minimum stand size 27 sqm	
floor space only	EUR 228/m <sup>2</sup>

### Additional costs to stand rental (floor space only)

AUMA fee	EUR 0,60/m <sup>2</sup>
Flat-rate fee for waste disposal during the fair, setup and dismantling	EUR 4,75/m <sup>2</sup>
Advance payment for services that need to be ordered	EUR 20/m <sup>2</sup>
Obligatory communication fee The obligatory communication fee includes the basic entries in the online exhibitor directory, app and visit planner (see B 12) as well as a listing in the online sections "press information/press event calendar," "exhibitor highlights" and "job corner."	EUR 500 flat

### Shell scheme packages

Shell scheme package 9m <sup>2</sup>	EUR 6,500
Shell scheme package 18m <sup>2</sup>	EUR 12,100
Shell scheme package 27m <sup>2</sup>	EUR 17,600

### Registration of additional companies on your stand

Co-exhibitor fee	EUR 250/per company
Mandatory communication fee for co-exhibitors (charged additional to the co-exhibitor fee)	EUR 250/per company

### Stand construction

Stand construction including floor covering and lighting	The online stand configurator of our subsidiary company, Meplan GmbH, allows you to create your stand according to your requirements in just a few steps. Stand configurator: <a href="http://www.meplan.de">www.meplan.de</a>
Furnishings/Equipment	
Lettering/Graphics	
Setup/Dismantling	

### Technical services

Main electrical connection and consumption <b>Halls</b>	3 KW EUR 187*
	5 KW EUR 358*
	10 KW EUR 483*
Main water connection including connection of one appliance <b>Halls</b>	EUR 309*
Telecommunication	EUR 135*/digital connection incl. fully featured telephone
	EUR 110*/analog extension
Internet	EUR 376*/up to 4 MB/s incl. flatrate dynam./pr. IP-adr.
	EUR 461*/up to 8 MB/s incl. flatrate dynam./pr. IP-adr.
	EUR 569*/up to 16 MB/s incl. flatrate dynam./pr. IP-adr.
Suspension units	
Working platforms	

### Stand and rental services

Stand security service	EUR 30,70*/hour Minimum period of deployment is 4.5 hours
Stand cleaning	EUR 1,87*/m <sup>2</sup> Initial cleaning at end of setup EUR 0,75*/m <sup>2</sup> each further cleaning
Catering	
Dishes	
Multimedia/Electrical devices	
Plants/Decoration	

### Travel and accommodation

Hotel	
Travel expenses	

### Tickets and passes

Free exhibitor passes	<a href="#">Quantity of free passes please look here</a>
Additional exhibitor pass	EUR 38
Voucher for one-day ticket invitation for customers (only those tickets will be charged in the final invoice that were actually used during the exhibition)	EUR 15
Online voucher for one-day ticket invitation for customers (only those tickets will be charged in the final invoice that were actually used during the exhibition)	EUR 11
Parking permit car park (suitable for exhibitors in halls B1-B3)	EUR 10,08 day permit
	EUR 40,32 long-term permit
Parking permit outdoor exhibition area (suitable for exhibitors in halls A3-A6/B4-B6)	EUR 8,40 day permit
	EUR 33,60 long-term permit
Tickets for public transportation	EUR 7,80* one-day ticket inner district
	EUR 13,00* one-day ticket entire network

### Press services

Press compartment in the Press Center East	EUR 65
Directory of editors	EUR 30
Press conference room rental	EUR 420
Online section "pressinformation"	included
Online section "pressevent calendar"	included
Press guide	free of charge

### Marketing services

Letter stickers	EUR 15/per 1.000 stickers
Visitor brochure in German and English	free of charge
Poster	free of charge
Banner	free of charge
Online section "Exhibitor Highlights"	included
Online section "Job Corner"	included
Advertising spaces and sponsoring	
Visitor tracking	from 149 EUR
Stand party (after 18:00) application fee	EUR 300 for stands up to 99 m <sup>2</sup>
	EUR 400 for stands from 100 m <sup>2</sup>

### Entries in online exhibitor database/catalogue/visit guide/app

Basic entries in the online exhibitor directory, app and visit planner (see B12). (Additional entries can be booked in the respective advertising media for extra charges.)	included
Logo package	price will be announced shortly

### Forwarding and waste disposal

Forwarding service and storage of goods	
Waste disposal during setup, event period, dismantling	include Flat-rate fee for waste disposal

### Other

Hostesses/Service Staff	
GEMA fee	
Insurance	
Conference and meeting room rental	