

Cost calculation

Budget planning is a part of the careful preparation for your trade fair participation. In addition to basic costs such as stand rental and energy supply, also other cost factors should be considered when planning a budget. This includes stand construction and decoration, stand service and communication, transport and waste disposal, personnel and travel costs as well as other costs like advertising, hospitality etc.

If it is the first time that you are participating, prediction of costs involved may be difficult, but when the exact costs of the first participation have been ascertained, this will make future planning much more accurate. After the trade fair is over, it is possible to use the allocation of all costs involved to assess success attained at the trade fair in relation to expenditure and carry out the final monitoring of success.

AUMA - The Association of the German Trade Fair Industry has developed the [AUMA Trade Fair Benefit Check](#) which is a software for planning, calculating and evaluating trade fair participation. With this tool you can quantify the benefits of your participation and compare them with your costs.