

How to Budget for an Exhibition Stand

What drives cost, where value is created, and how to avoid hidden extras.

The main cost drivers

Space costs: plot size, position and the organiser's rates.

Structure: custom build, modular or a hybrid of the two.

Graphics and print: large-format graphics, lightboxes and finishes.

Services: electrics, rigging, internet, cleaning and waste.

Logistics: transport, storage, installation and dismantle crews.

Where value is created

Reusable modular elements spread cost across multiple shows.

Early briefing avoids late design changes and premium rates.

One accountable partner reduces coordination overhead and risk.

Questions to ask any quotation

Is project management included, and who is on site during build-up?

Are organiser services and venue charges included or estimated?

What happens to the stand after the show?