

THE EXHIBIT COMPANY PRICING GUIDE

Maximise budget and
exceed expectations



So, you're in the market for an expo stand

BUDGET TRAPS YOU NEED TO KNOW

You've probably got a budget and you want it to go as far as possible. The logical first step is to ask around for price guides with different suppliers. At the end of the day, you can't blow your budget.

We get it! It has to go the distance and you can't have any nasty surprises at the finish line. Right?! You want to know what's possible with their budget so you can use it as a starting point to determine who they shortlist as their expo supplier.

The trouble with this is that it can lead to some seriously frustrating conversations that end in disappointment when you invest in an exhibit based on budget alone.

This guide is all about helping you navigate a few of the curly questions that help determine what budget might be best suited for what you're trying to achieve at your next exhibition. The budget may be finite, but you'll know the choices you're making are right for your goals.

Say you're in the market to buy a car...

Imagine you only set a budget first without applying any filters to your search. It's like saying you want to buy a car, but is it a brand-new Corolla or a second hand Mercedes that you're after?

Well, say hello to hours of aimless scrolling. You'll surely be casting the net wide on a broad range of cars! They might be in your budget, but they won't all be what you're looking for.

You'll only start kicking some serious car-hunting butt when you answer a few good questions... Size of car, how you plan to use your car (off road, just to the shops etc). How important is safety? Prestige? Running costs? Colour (*of course, this is important!*) These things help you narrow it down to a hit list of vehicles that are far more likely to result in a purchase that meets your needs.

Buying an exhibition stand is pretty much like buying a car. Well, sort of...

You basically need to decide if you want:

- Reusable or a one-off (build and burn)
- Hire stand, custom design or hybrid?
- Adaptable to different sizes?
- What do you plan to do with the space – This may dictate what you need to include in your structure. (The more structure, the more cost)

A general rule of thumb: The breakeven point for an exhibition stand is roughly 2.5 uses

Bottom line - You have a budget and you need to stick to it, but it's good to know what you're giving up in order to stick with it.

We're here to help with that! We want to help you avoid any disappointment and help you walk away with an expo stand that looks schmicko and totally cuts the mustard. In that endeavour, we want you to think about a few other things too so you're well equipped!



“I just want a rough ballpark”

When you call up an exhibit house and ask for costs, you'll probably be met with some resistance. Unless they're a hire company or you're enquiring about run-of-the-mill package deals made from systems, they won't be flicking through a catalogue and you'll likely do an awkward dance around price. They aren't trying to be annoying, but they should never even share the costs of previous work they have done (client confidentiality in mind) and there are always variables anyway.

A decent exhibit house will want to know what your requirements are before they steer you towards ways they could help. It isn't that they are trying to spend your whole budget, they are just trying to help you use it in the most effective way. They want to help deliver a solution that ticks all the boxes for your unique requirements.

Square metre jungle-maths rates

Alright, before you think this download was a complete waste of time. Hold ya horses!

Here are some “jungle-maths” sqm rates you can take into consideration when planning your expo budget.

Custom Build Purchase

Stand Size	Sqm Rate
3 x 3	\$2.5 - \$3.5K
6 x 3	\$2 - \$3K
6 x 6	\$1.5 - \$2.5K

**** Est does not include installation**

Hire Stand

Stand Size	Sqm Rate
3 x 3	\$1.5 - \$2.5K
6 x 3	\$1.5 - \$2.5K
6 x 6	\$1 - \$2K

**** Est does include installation**

Any sizes greater than 6x6 will be priced once designed

Disclaimer - This is not a quote. These are rough costs to give you an idea of what to expect when planning your budget for a reusable exhibit. Once we have completed the design process, we always provide a full costing breakdown.

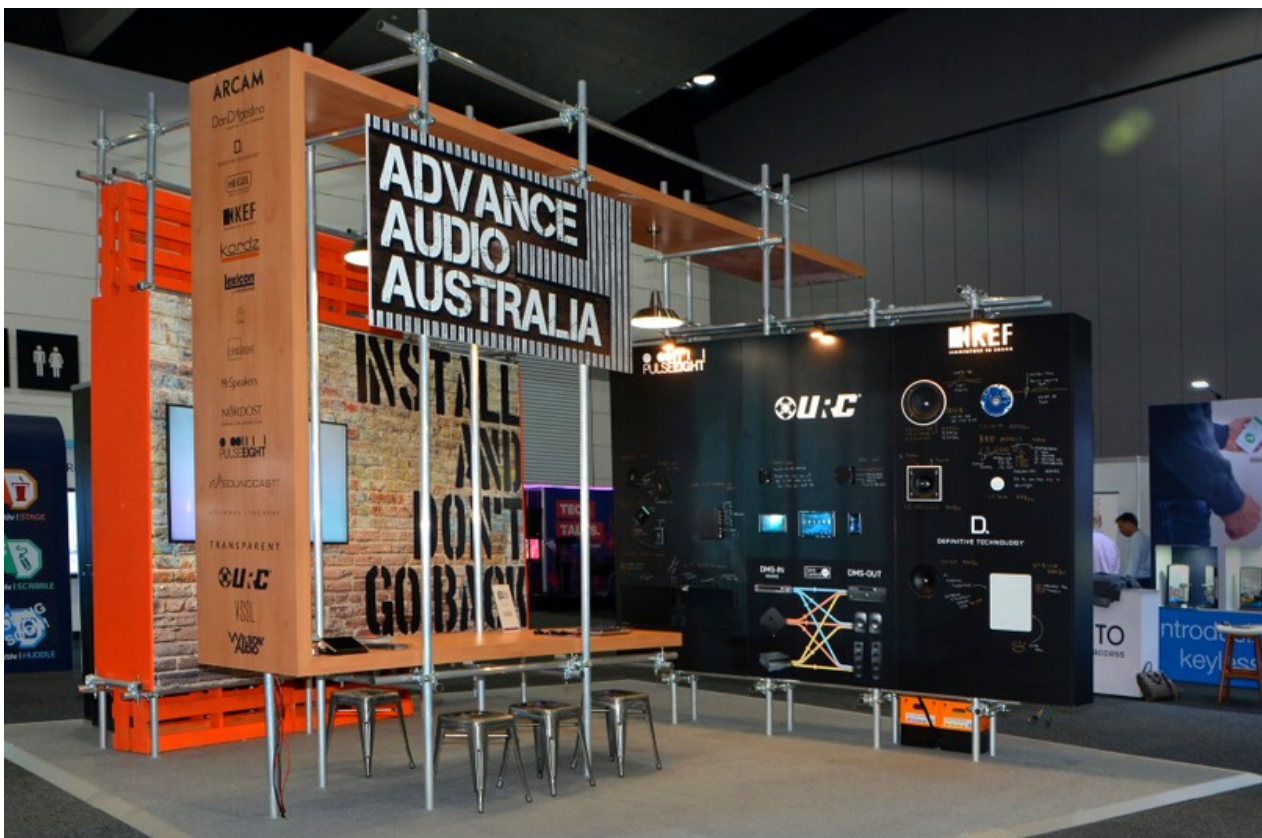
Make your budget count

There's a tonne of uncertainty felt by those new to expos or others who might have previously forked out the cash and seen little reward for their efforts.

It's sad, but it happens.

To make sure you don't fall in this category it's crucial to make sure your exhibit reflects your brand and flows well at the show. Budgets tend to become irrelevant when you smash your targets and your ROI skyrockets :)

Think about what difference it could make if you made an additional 15% more sales as a result of attending your show? It's worth the effort.



83% of all attendees at a trade show can influence the buying decision

An exhibition remains the only marketing medium where potential customers come to you. The crowd aren't just known customers, but those you wouldn't have otherwise met. (i.e. people you don't know from a bar of soap). It's a highly efficient way of uncovering new business.

It's human nature to look for the fastest, most effective way to determine an outcome and that is *exactly* what pulls the masses. They crave being able to eyeball who they may do business with and compare products in real time and in real life. The handshake may be extinct but this way of doing business isn't and won't ever be.

Attendees go looking for a specific requirement and then scout around for what's new. This is why the old way doesn't work anymore. You need to speak their language and give them what they want if you want (*surprise, delight, inspire*) to stand a chance of holding their attention and making your show a raging success.

“ It's been said people aren't in the market to buy a hammer. They want to hang a painting.

With that in mind, you don't just want a structure designed that looks pretty. You want the benefit of showcasing your product to the crowd at the show!

”



Our job as your exhibit supplier is to make sure you get a beautiful design that is fit for purpose, looks the absolute bomb and also meets your budget.

Call us over-achievers, but The Exhibit Company also want the show to be a huge hit. We've learned it's crucial we make sure your expo strategy makes sense to finance, your team, your boss and is something your customers absolutely adore so they fall in love with your brand and your offering.

It's why we are more interested in what you want to achieve than your budget. We want to make sure you spend money on the things that will increase your ROI rather than just evaporate on things that look pretty.

We believe you shouldn't just want a stand that fits a budget, but a proper slam dunk where you:

- Return from your show oozing with excitement
- Got to work a stand that looked amazing and met your budget
- Know you won you some serious business as a result of your attendance

If that sounds like an absolute dream, it's not. It's part of our formula. It's why we make it our job to ask all the questions up front when you ask a simple question around budget. Our crazy minds go into overdrive bringing together other mission critical elements like your engagement strategy, staff training and interactives.

By now, we hope you see how there is a lot more to a successful show than just your stand design. We'd love to help you create an outstanding custom exhibit that also generates unparalleled ROI results.

Yours in Exhibiting,
The Exhibit Company

[CLICK HERE to arrange a time to talk to us and learn more](#)

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DISCLAIMER – We have used rough figures throughout this guide to offer general guidance around budget. Any price estimates we have quoted are ballpark figures taking into consideration build costs alone. Your unique situation may be different and this is not intended to be a final cost. We are sure you can find cheaper square metre rates, but will also find dearer ones. This is a document to help highlight other factors to consider when setting a budget for the manufacture of a trade show stand. We have not taken a full brief from you therefore this is not a complete budget that ticks all the boxes for your unique requirements.