

STAND COST WORKSHEET / 1

Compare two stand offers like for like

Write the organiser figure, then the total for YOUR stand size. An empty box means unknown, not £0. Enter included items as £0 (included).

THE OFFER

Offer A

Offer B

Show, edition and venue

Stand type (space only / shell)

Rate per m² and VAT basis

Minimum bookable area

YOUR STAND, £ EX VAT

Space: rate × your area

Shell walls, fascia and carpet

Your own display and build

Power and lighting

Compulsory registration / app fees

Insurance

Corner or open-side premium

Furniture and storage

Delivery, handling and install

Staff passes, travel and hotel

Total ex VAT

VAT and total including VAT

From our research: only 7 of 26 shell schemes that list inclusions include power; compulsory fees added 4.4% to 13.9% to a 3m × 3m shell at the six shows that publish them.

STAND COST WORKSHEET / 2

Check before you book

Ask the organiser for the answers in writing and keep them with this sheet.

What is the smallest space-only area I can book, and at what total?

What exactly does the shell include (walls, fascia, carpet, lighting, power)?

Which fees apply to every exhibitor (registration, app, insurance)?

Is there a member, loyalty or rebooking rate I qualify for, and until when?

Offer A source link, quote reference and date

Offer B source link, quote reference and date

Example from the data: at PATS the smallest space-only booking (24 m²) cost £7,920 ex VAT against £3,771 for a 3m × 3m shell.