

## STAND CENTRAL ORIGINAL RESEARCH

# Is space-only really the cheaper stand?

What 202 UK B2B trade shows charge for stand space, and what the rate card leaves out. Organiser-published rates, accessed 28 September 2026.

202

UK B2B trade shows checked

46

publish any stand price

186

published rates captured

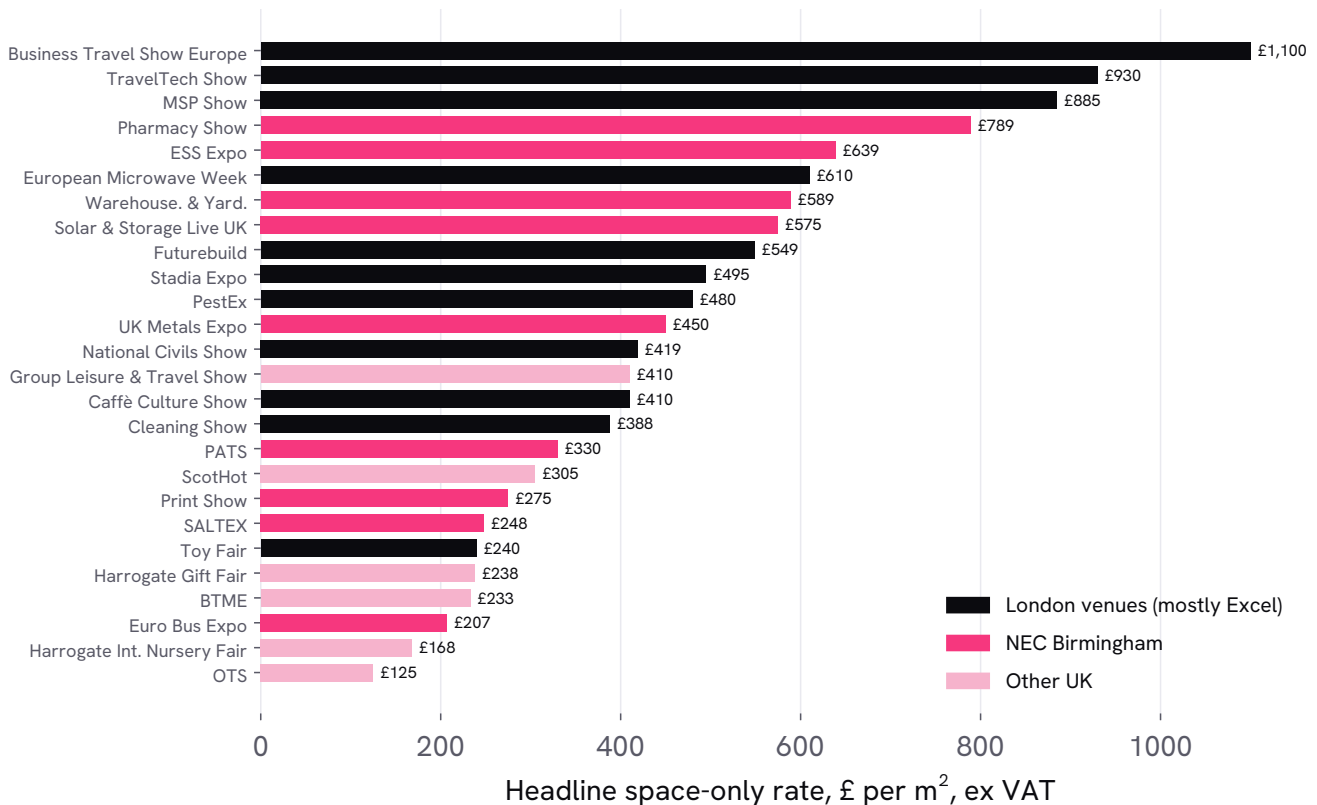
## WHAT WE FOUND

- The audience, not the venue, sets the stand price**  
Space-only rates in the same hall ran from £388 to £1,100 per m<sup>2</sup> at Excel and £207 to £789 at the NEC. One organiser, Diversified, charges £207 at Euro Bus Expo and £885 at the MSP Show. The six dearest rate cards all sell access to technology, business-travel, pharmacy or waste and energy buyers (26 rate cards; sector groups are small, so this is a pattern, not a rule).
- Shell walls cost the same, however dear the floor**  
Across 25 rate cards that publish both, a shell scheme adds a median £50 per m<sup>2</sup> over space only, with no link to the space rate. So its share shrinks as shows get dearer: +1.3% at The Pharmacy Show (£90 on 9 m<sup>2</sup>) against +55.1% at Euro Bus Expo. Four of the six dearest shows charge under 5% for walls. Shell inclusions differ between shows.
- Space-only minimums can double the cost of a small stand**  
At all five shows that publish a space-only minimum above 9 m<sup>2</sup> and a shell rate, the smallest space-only booking costs 1.3 to 2.1 times a 3m × 3m shell stand, before any build. At PATS the floor starts at 24 m<sup>2</sup>: £7,920 against £3,771. Only 6 of 26 space-only rates state a minimum, so ask before you plan.
- Most shell stands come without a power socket**  
Of 26 shell schemes that list inclusions, 7 include power, 4 say electrics cost extra (National Civils, Floodex and National Drainage charge £349) and 15 do not mention it. Classification uses the rate passage; manuals may say more.
- Compulsory fees add up to 13.9% to a small stand**  
Six shows publish per-exhibitor fees that apply to everyone, adding 4.4% to 13.9% to a 3m × 3m shell stand. At three (Business Travel Show Europe, Futurebuild, Solar & Storage Live UK) the fee costs more per m<sup>2</sup> than the shell walls.
- Only 46 of 202 shows publish a price**  
22.8% of the UK B2B trade shows we checked publish any stand price. Eight organiser groups running three or more shows each published none for their 33 shows, against 44.9% of shows run by smaller commercial organisers. 60 shows have no identified organiser; the gap depends on who runs them, but the zero count does not.
- Loyalty pays more than booking early**  
At SALTEX the early-bird rate was 14.9% below the late rate, but the show rate for exhibitors rebooking at the previous show saved 33.1%. Trade-association members get 12.2% to 30.8% off at the five shows that publish member rates. Few shows publish tiers, so treat this as indicative.

Advertised rates only, ex VAT as published; no figure is an all-in exhibiting cost. Price statistics describe the 46 shows that publish rates, which skew away from big London organisers. Row IDs for every figure are in the data download (CSV) on [standcentral.com](https://standcentral.com).

## FINDING 1

# The audience, not the venue, sets the stand price



Space-only rates in the same hall ran from £388 to £1,100 per m<sup>2</sup> at Excel and £207 to £789 at the NEC. One organiser, Diversified, charges £207 at Euro Bus Expo and £885 at the MSP Show. The six dearest rate cards all sell access to technology, business-travel, pharmacy or waste and energy buyers (26 rate cards; sector groups are small, so this is a pattern, not a rule).

## Same hall, both ends of the market

Excel: 8 rate cards from £388 to £1,100 per m<sup>2</sup>. NEC: 9 cards from £207 to £789. Share of the variation in log rate explained (omega squared): sector 0.556, venue group 0.317. Indicative only: 1 to 5 cards per sector.

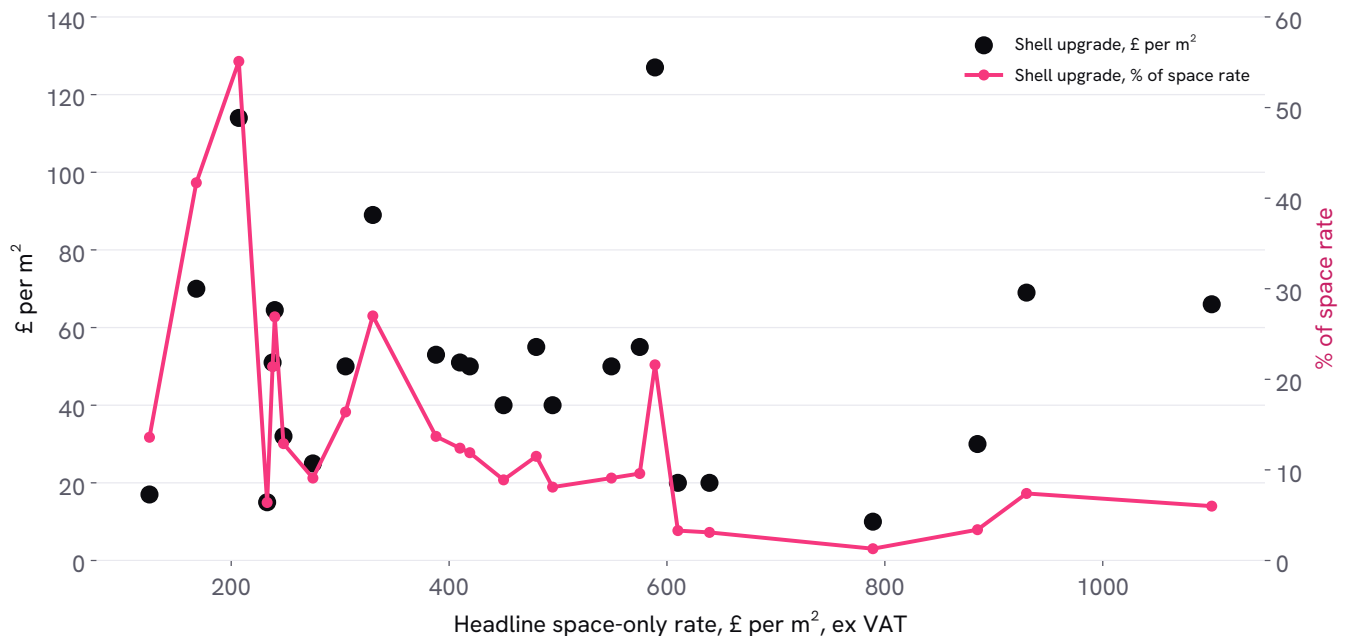
Denominator: 26 · Formula: headline space-only GBP/m<sup>2</sup> per rate card; min/max within venue (venues with >=3 cards); same-organiser contrast; top quartile of 26 cards

Caveat: Sector groups are small (1-5 cards each); omega-squared on log rate: sector 0.556, venue group 0.317 - indicative only. Quote-only shows cannot be priced.

Sources: [O-eurobus-03](#) · [O-msp-01](#) · [O-btse-01](#) · [O-ots\\_outdoor-02](#)

## FINDING 2

# Shell walls cost the same, however dear the floor



Across 25 rate cards that publish both, a shell scheme adds a median £50 per m<sup>2</sup> over space only, with no link to the space rate. So its share shrinks as shows get dearer: +1.3% at The Pharmacy Show (£90 on 9 m<sup>2</sup>) against +55.1% at Euro Bus Expo. Four of the six dearest shows charge under 5% for walls. Shell inclusions differ between shows.

## Why it matters

At the six dearest shows, going space-only saves little: the median shell upgrade in the dearer half of cards is 8.1% against 15.1% in the cheaper half, while the £ amount is about the same (£50 vs £51 per m<sup>2</sup>). Without the 6 VAT-unstated cards the % correlation is still strongly negative.

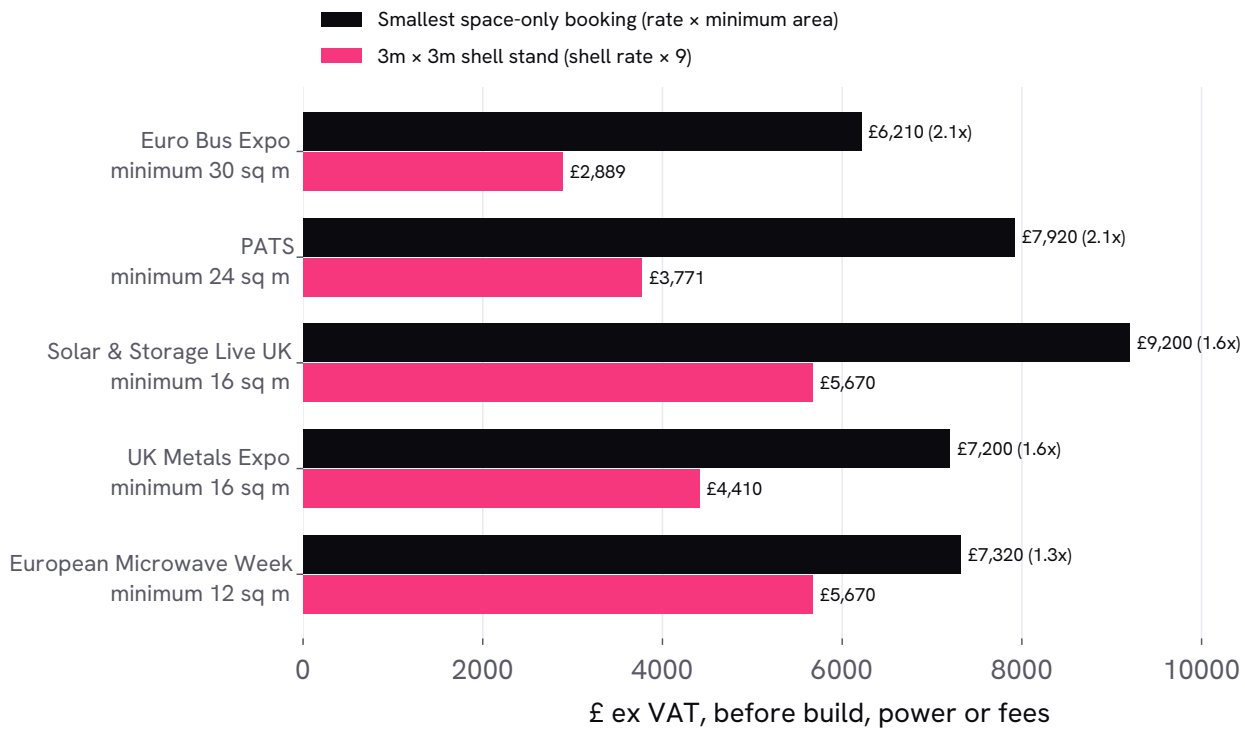
Denominator: 25 · Formula: per rate card: shell headline - space headline (GBP/m<sup>2</sup>) and as % of space; Spearman rho of space rate vs premium (GBP and %), 20,000-permutation p

Caveat: Only rate cards publishing both headline rates; shell inclusions differ (power included at some, not others); 6 of 25 pairs VAT-unstated (the result holds without them)

Sources: [O-pharmacyshow-01](#) · [O-pharmacyshow-02](#) · [O-eurobus-01](#) · [O-eurobus-03](#)

## FINDING 3

# Space-only minimums can double the cost of a small stand



At all five shows that publish a space-only minimum above 9 m<sup>2</sup> and a shell rate, the smallest space-only booking costs 1.3 to 2.1 times a 3m × 3m shell stand, before any build. At PATS the floor starts at 24 m<sup>2</sup>: £7,920 against £3,771. Only 6 of 26 space-only rates state a minimum, so ask before you plan.

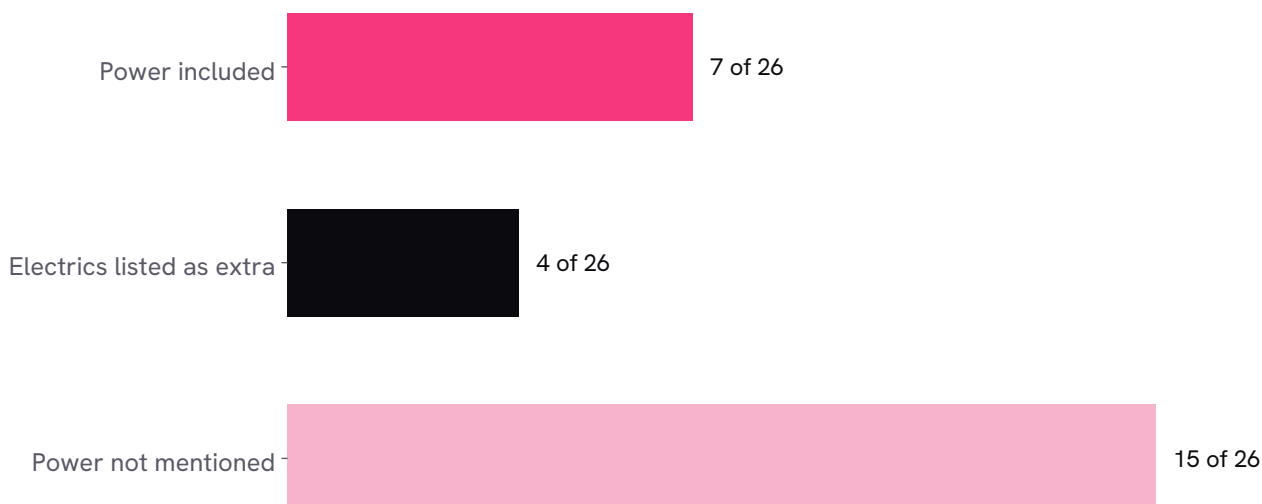
Denominator: 5 · Formula: space headline rate × published minimum area, divided by shell headline rate × 9

Caveat: Only 6 of 26 space-only headline rates state a minimum (one, GLTS, is 4 m<sup>2</sup> and has no shell rate); most shows state none, so this cannot be generalised to all shows. Shell 3x3 availability not confirmed where no shell minimum is stated.

Sources: [O-eurobus-03](#) · [O-pats-03](#) · [O-solarstoragelive-02](#) · [O-ukmetals-01](#) · [O-eumw-01](#)

## FINDINGS 4 AND 5

# A shell stand is not a working stand, and fees add up



Of 26 shell schemes that list inclusions, 7 include power, 4 say electrics cost extra (National Civils, Floodex and National Drainage charge £349) and 15 do not mention it. Classification uses the rate passage; manuals may say more.

## Compulsory fees add up to 13.9% to a small stand

Six shows publish per-exhibitor fees that apply to everyone, adding 4.4% to 13.9% to a 3m × 3m shell stand. At three (Business Travel Show Europe, Futurebuild, Solar & Storage Live UK) the fee costs more per m<sup>2</sup> than the shell walls.

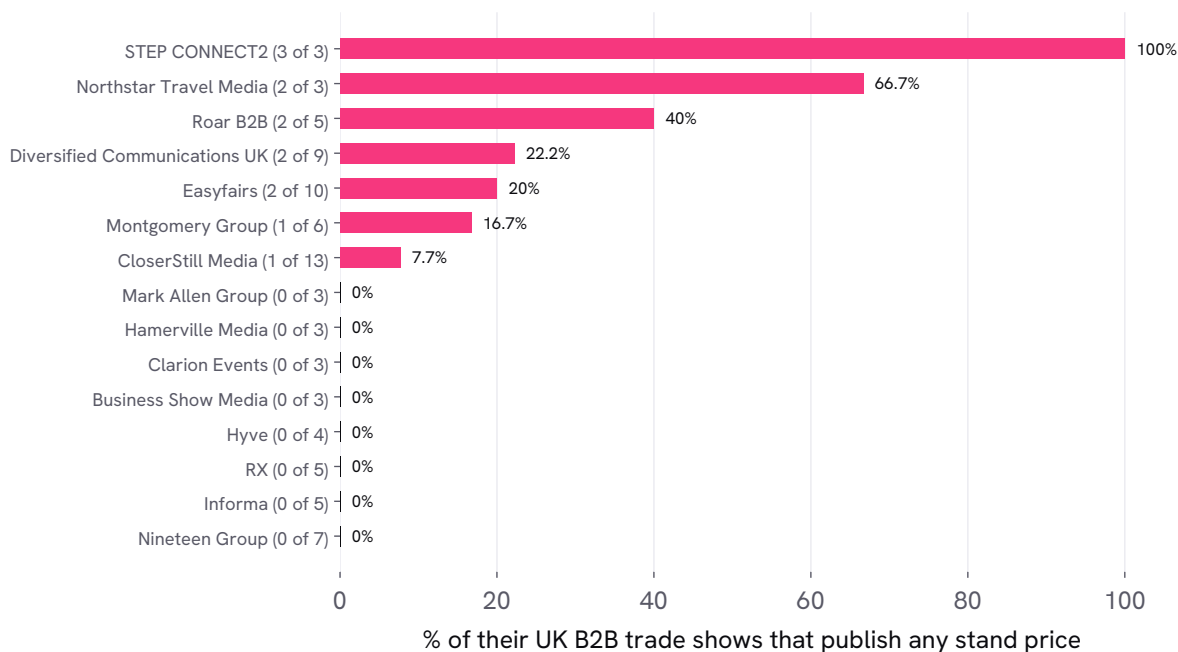
| Show                        | 3m × 3m shell | Compulsory fees | Adds   |
|-----------------------------|---------------|-----------------|--------|
| Futurebuild                 | £5,391        | £750            | +13.9% |
| Solar & Storage Live UK     | £5,670        | £690            | +12.2% |
| ScotHot 2027                | £3,195        | £230            | +7.2%  |
| Business Travel Show Europe | £10,494       | £660            | +6.3%  |
| TravelTech Show             | £8,991        | £565            | +6.3%  |
| UK Metals Expo              | £4,410        | £195            | +4.4%  |

Ex VAT. Only fees the organiser says apply to every exhibitor, published on the same pages. Unclear wording (e.g. The Pharmacy Show £549 registration, UK Metals EasyGo Plus opt-out package) is shown separately in the data and never added.

Sources: [O-futurebuild-02](#) · [O-solarstoragelive-01](#) · [O-scothot-02](#) · [O-btse-03](#) · [O-traveltech-02](#) · [O-ukmetals-02](#)

## FINDINGS 6 AND 7

# Who publishes prices, and who gets them cheaper



22.8% of the UK B2B trade shows we checked publish any stand price. Eight organiser groups running three or more shows each published none for their 33 shows, against 44.9% of shows run by smaller commercial organisers. 60 shows have no identified organiser; the gap depends on who runs them, but the zero count does not.

London-venue shows published less often (14.3% of 98) than shows elsewhere (31.1% of 103).

## Loyalty pays more than booking early

At SALTEX the early-bird rate was 14.9% below the late rate, but the show rate for exhibitors rebooking at the previous show saved 33.1%. Trade-association members get 12.2% to 30.8% off at the five shows that publish member rates. Few shows publish tiers, so treat this as indicative.

SALTEX 2026 booking forms state that 2025 rates were frozen for 2026. Membership pairs: 11 from five shows (The Cleaning Show (London), Euro Bus Expo, OTS (Outdoor Trade Show) 2026, PestEx 2026, UK Corrugated Industry Trade Show 2026).

## METHOD AND LIMITS

# How we built the dataset

Dated documentary research, not a survey. The method was fixed in a dated protocol, and every change to it, including narrowing the scope, was logged before the findings were written.

## Population

UK B2B trade exhibitions (companies selling to trade or professional buyers) at an indoor UK exhibition venue, 2026 or 2027 edition, with rates published by the organiser. Conferences with exhibitions, consumer shows, agricultural shows and non-UK editions are out of scope.

## Sampling frame

Venue-led: we listed the 2026/27 events at every major UK venue and checked each show's own exhibitor pages, brochures, booking forms and manuals. 240 shows were logged; 46 published rates, 156 were quote-only, 6 could not be fetched or found, and the rest were out of scope or out of date.

## Unit and headline rate

The unit is the independent rate card: co-located shows sharing one card count once (46 shows on 40 cards). The headline rate is the standard, non-member tier a new exhibitor would pay on 28 September 2026; earlier tiers are kept as rows but not used in headline comparisons.

## Evidence

186 rate rows and 32 published extras. Every row keeps its source ID, URL, access time and a verbatim excerpt that tests check against the saved page text, including the price string. 825 URLs are logged.

## VAT

Comparisons use the advertised ex-VAT basis. 31 of 186 rows leave VAT unstated and are flagged; without them the space-only median moves from £414.50 to £410.

## What this cannot tell you

Quote-only shows cannot be priced, so price statistics describe publishing shows only. No figure is an all-in cost: furniture, power where not included, build, freight, travel and VAT are excluded. Sector and venue splits have small groups and are descriptive. Organiser identity is missing for some quote-only shows, which weakens the big-group comparison but not the zero-publish count.

## Judgement calls

SALTEX uses the Late tier (open on the access date); BTSE the current price before the 1 October rise; Stadia Expo an unlabelled second price pair; The Source and TravelTech are "from" prices; FIT Show, Hydrogen Tech Expo and Agentic Expo are kept out of numeric analysis. Each ruling is noted against its row in the data download.

## Reproducibility

Scripts regenerate every output from the saved evidence; 35 automated tests re-derive each published number, and a repeat run of the build reproduces every output exactly.

Stand Central sells exhibition display equipment, not stand space, and no organiser reviewed or endorsed this research.

## APPENDIX

# Every published rate, with its source

186 rows, sorted by show. Headline = standard rate used in comparisons; secondary = other tier or size; no\_headline = package or band; excluded = not used in any statistic.

## Agentic Expo 2027

Olympia London · Prime Events Group

S-69e8b7fe9fc5 · <https://www.agenticexpo.ai/why-exhibit>

O-agenticexpo-01 · Launch Stand · £1,299 per stand · VAT excluded · excluded · 6 m<sup>2</sup> package

O-agenticexpo-02 · Growth Stand · £2,499 per stand · VAT excluded · excluded · 12 m<sup>2</sup> package

O-agenticexpo-03 · Showcase Stand · £4,899 per stand · VAT excluded · excluded · 24 m<sup>2</sup> package

## BTME 2027

Harrogate Convention Centre · BIGGA (British & International Golf Greenkeepers Association)

S-bace84d24676 · <https://www.btme.org.uk/asset/1B907390%2D01EF%2D450B%2D822A4C556B55418B/>

O-btme-01 · Island stand (space only) · £259/m<sup>2</sup> · VAT excluded · secondary

O-btme-02 · Half Island stand (space only) · £254/m<sup>2</sup> · VAT excluded · secondary

O-btme-03 · Row stand (shell scheme) · £248/m<sup>2</sup> · VAT excluded · headline

O-btme-04 · Row stand (space only) · £233/m<sup>2</sup> · VAT excluded · headline

## Business Travel Show Europe 2027

Excel London · Northstar Travel Media

S-1ba7280970b9 · <https://www.businesstravelshoweurope.com/exhibit/stand-packages>

O-btse-01 · Space only · £1,100/m<sup>2</sup> · VAT excluded · headline

O-btse-02 · Space only · £1,159/m<sup>2</sup> · VAT excluded · secondary

O-btse-03 · Shell scheme · £1,166/m<sup>2</sup> · VAT excluded · headline

O-btse-04 · Shell scheme · £1,224/m<sup>2</sup> · VAT excluded · secondary

O-btse-05 · Airline pavilion 9sqm · £4,636 per stand · VAT excluded · secondary · 9 m<sup>2</sup> package

O-btse-06 · Airline pavilion 9sqm · £4,868 per stand · VAT excluded · secondary · 9 m<sup>2</sup> package

O-btse-07 · Airline pavilion 12sqm · £6,182 per stand · VAT excluded · secondary · 12 m<sup>2</sup> package

O-btse-08 · Airline pavilion 12sqm · £6,490 per stand · VAT excluded · secondary · 12 m<sup>2</sup> package

## Caffè Culture Show 2026

Business Design Centre London · Living Media Events

S-63250a559758 · [https://cdn.asp.events/CLIENT\\_Living\\_M\\_79270501\\_92E7\\_1113\\_4D3ED84A37D03D63/sites/caffe-culture-2025/media/Page](https://cdn.asp.events/CLIENT_Living_M_79270501_92E7_1113_4D3ED84A37D03D63/sites/caffe-culture-2025/media/Page)

O-caffeculture-01 · Space only · £410/m<sup>2</sup> · VAT excluded · headline

O-caffeculture-02 · Shell scheme · £461/m<sup>2</sup> · VAT excluded · headline

O-caffeculture-03 · Roasters Zone (all-inclusive package) · £1,838 per stand · VAT excluded · excluded

O-caffeculture-04 · Specialty Tea Hub (ESTA Tea Village package) · £1,260 per stand · VAT excluded · excluded

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# Every published rate, with its source

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## CHEMUK 2026

NEC Birmingham · Easyfairs

S-bb171a52a598 · <https://easyfairsassets.com/sites/370/2026/03/CHEMUK-2026-RATE-CARD.pdf>

O-chemuk-01 · SHELL SCHEMES – 2026 STANDARD RATE CARD (4 SQM) · £2,032 per stand · VAT excluded · no\_headline · 4 m<sup>2</sup> package  
O-chemuk-02 · SHELL SCHEMES – 2026 STANDARD RATE CARD (6 SQM) · £2,918 per stand · VAT excluded · no\_headline · 6 m<sup>2</sup> package  
O-chemuk-03 · SHELL SCHEMES – 2026 STANDARD RATE CARD (8 SQM) · £3,804 per stand · VAT excluded · no\_headline · 8 m<sup>2</sup> package  
O-chemuk-04 · SHELL SCHEMES – 2026 STANDARD RATE CARD (9 SQM) · £4,247 per stand · VAT excluded · no\_headline · 9 m<sup>2</sup> package  
O-chemuk-05 · SHELL SCHEMES – 2026 STANDARD RATE CARD (10 SQM) · £4,690 per stand · VAT excluded · no\_headline · 10 m<sup>2</sup> package  
O-chemuk-06 · SHELL SCHEMES – 2026 STANDARD RATE CARD (12 SQM) · £5,818 per stand · VAT excluded · no\_headline · 12 m<sup>2</sup> package  
O-chemuk-07 · SHELL SCHEMES – 2026 STANDARD RATE CARD (15 SQM) · £6,850 per stand · VAT excluded · no\_headline · 15 m<sup>2</sup> package  
O-chemuk-08 · SHELL SCHEMES – 2026 STANDARD RATE CARD (16 SQM) · £7,272 per stand · VAT excluded · no\_headline · 16 m<sup>2</sup> package  
O-chemuk-09 · SHELL SCHEMES – 2026 STANDARD RATE CARD (18 SQM) · £8,116 per stand · VAT excluded · no\_headline · 18 m<sup>2</sup> package  
O-chemuk-10 · SHELL SCHEMES – 2026 STANDARD RATE CARD (20 SQM) · £8,960 per stand · VAT excluded · no\_headline · 20 m<sup>2</sup> package  
O-chemuk-11 · SHELL SCHEMES – 2026 STANDARD RATE CARD (21 SQM) · £9,382 per stand · VAT excluded · no\_headline · 21 m<sup>2</sup> package  
O-chemuk-12 · SHELL SCHEMES – 2026 STANDARD RATE CARD (24 SQM) · £10,648 per stand · VAT excluded · no\_headline · 24 m<sup>2</sup> package  
O-chemuk-13 · SHELL SCHEMES – 2026 STANDARD RATE CARD (25 SQM) · £11,070 per stand · VAT excluded · no\_headline · 25 m<sup>2</sup> package  
O-chemuk-14 · SHELL SCHEMES – 2026 STANDARD RATE CARD (27 SQM) · £11,914 per stand · VAT excluded · no\_headline · 27 m<sup>2</sup> package  
O-chemuk-15 · SHELL SCHEMES – 2026 STANDARD RATE CARD (28 SQM) · £12,336 per stand · VAT excluded · no\_headline · 28 m<sup>2</sup> package  
O-chemuk-16 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (12 SQM) · £4,690 per stand · VAT excluded · no\_headline · 12 m<sup>2</sup> package  
O-chemuk-17 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (15 SQM) · £5,532 per stand · VAT excluded · no\_headline · 15 m<sup>2</sup> package  
O-chemuk-18 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (16 SQM) · £5,864 per stand · VAT excluded · no\_headline · 16 m<sup>2</sup> package  
O-chemuk-19 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (18 SQM) · £6,618 per stand · VAT excluded · no\_headline · 18 m<sup>2</sup> package  
O-chemuk-20 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (20 SQM) · £7,342 per stand · VAT excluded · no\_headline · 20 m<sup>2</sup> package  
O-chemuk-21 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (21 SQM) · £7,704 per stand · VAT excluded · no\_headline · 21 m<sup>2</sup> package  
O-chemuk-22 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (24 SQM) · £8,790 per stand · VAT excluded · no\_headline · 24 m<sup>2</sup> package  
O-chemuk-23 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (28 SQM) · £10,239 per stand · VAT excluded · no\_headline · 28 m<sup>2</sup> package  
O-chemuk-24 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (30 SQM) · £10,841 per stand · VAT excluded · no\_headline · 30 m<sup>2</sup> package  
O-chemuk-25 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (35 SQM) · £12,631 per stand · VAT excluded · no\_headline · 35 m<sup>2</sup> package  
O-chemuk-26 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (36 SQM) · £12,989 per stand · VAT excluded · no\_headline · 36 m<sup>2</sup> package  
O-chemuk-27 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (40 SQM) · £14,094 per stand · VAT excluded · no\_headline · 40 m<sup>2</sup> package  
O-chemuk-28 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (48 SQM) · £16,893 per stand · VAT excluded · no\_headline · 48 m<sup>2</sup> package  
O-chemuk-29 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (54 SQM) · £18,992 per stand · VAT excluded · no\_headline · 54 m<sup>2</sup> package  
O-chemuk-30 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (56 SQM) · £19,692 per stand · VAT excluded · no\_headline · 56 m<sup>2</sup> package

## APPENDIX

# Every published rate, with its source

186 rows, sorted by show. Headline = standard rate used in comparisons; secondary = other tier or size; no\_headline = package or band; excluded = not used in any statistic.

## CHEMUK 2026 (continued)

O-chemuk-31 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (64 SQM) · £22,491 per stand · VAT excluded · no\_headline · 64 m<sup>2</sup> package

O-chemuk-32 · SPACE ONLY – BUILD YOUR OWN STAND 2026 STANDARD RATE CARD (72 SQM) · £25,290 per stand · VAT excluded · no\_headline · 72 m<sup>2</sup> package

## EdTech UK 2026

Manchester Central · STEP CONNECT2

S-cadf5ab12028 · <https://www.edtech-uk.com/stand-rates>

O-edtech-01 · Shell scheme · £497/m<sup>2</sup> · VAT excluded · headline

## Education Estates 2026

Manchester Central · STEP CONNECT2

S-289c06d3568c · <https://www.educationestates.com/stand-rates>

O-educationestates-01 · Shell Scheme · £497/m<sup>2</sup> · VAT excluded · headline

O-educationestates-02 · Shell Scheme 9m<sup>2</sup> · £4,473 per stand · VAT excluded · secondary · 9 m<sup>2</sup> package

O-educationestates-03 · Shell Scheme 12m<sup>2</sup> · £5,964 per stand · VAT excluded · secondary · 12 m<sup>2</sup> package

O-educationestates-04 · Shell Scheme 15m<sup>2</sup> · £7,455 per stand · VAT excluded · secondary · 15 m<sup>2</sup> package

O-educationestates-05 · Shell Scheme 18m<sup>2</sup> · £8,946 per stand · VAT excluded · secondary · 18 m<sup>2</sup> package

## ESS Expo 2027

NEC Birmingham · Roar B2B

S-98ed4d48dae8 · <https://www.ess-expo.co.uk/exhibitors/prices-stand-application>

O-essexpo-01 · Shell Scheme · £659/m<sup>2</sup> · VAT excluded · headline

O-essexpo-02 · Space Only · £639/m<sup>2</sup> · VAT excluded · headline

O-essexpo-03 · Outdoor · £105/m<sup>2</sup> · VAT excluded · excluded

## Euro Bus Expo 2026

NEC Birmingham · Diversified Communications UK

S-62f51ade7cba · <https://eurobusxpo.com/stand-packages/>

O-eurobus-01 · SHELL SCHEME · £321/m<sup>2</sup> · VAT excluded · headline

O-eurobus-02 · SHELL SCHEME - CPT Member Rate · £273/m<sup>2</sup> · VAT excluded · secondary

O-eurobus-03 · SPACE ONLY · £207/m<sup>2</sup> · VAT excluded · headline · min 30 m<sup>2</sup>

O-eurobus-04 · SPACE ONLY - CPT Member Rate · £176/m<sup>2</sup> · VAT excluded · secondary · min 30 m<sup>2</sup>

O-eurobus-05 · MINI/MIDI SITE (vehicle display site) · £162/m<sup>2</sup> · VAT excluded · excluded · min 100 m<sup>2</sup>

O-eurobus-06 · MINI/MIDI SITE - CPT Member Rate · £138/m<sup>2</sup> · VAT excluded · excluded · min 100 m<sup>2</sup>

O-eurobus-07 · VEHICLE SITE · £131/m<sup>2</sup> · VAT excluded · excluded · min 250 m<sup>2</sup>

O-eurobus-08 · VEHICLE SITE - CPT Member Rate · £111/m<sup>2</sup> · VAT excluded · excluded · min 250 m<sup>2</sup>

O-eurobus-09 · MINIPLUS SITE (per vehicle space) · £4,698 per stand · VAT excluded · excluded

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## European Microwave Week 2026

Excel London · Horizon House Publications

S-dfc65b4f8162 · [https://www.eumw.eu/wp-content/uploads/2026/02/2026\\_application-v5-Final.pdf](https://www.eumw.eu/wp-content/uploads/2026/02/2026_application-v5-Final.pdf)

O-eumw-01 · Raw space only · £610/m<sup>2</sup> · VAT excluded · headline · min 12 m<sup>2</sup>

O-eumw-02 · Space with Shell Scheme · £630/m<sup>2</sup> · VAT excluded · headline · min 9 m<sup>2</sup>

## FIT Show 2027

NEC Birmingham · Montgomery Group

S-c3a54c84d266 · [https://cdn.asp.events/CLIENT\\_Montgome\\_B1B4C8FA\\_E3BA\\_05DA\\_18BFD74DA8885CDB/sites/fit-show-2023/media/RATES-AND](https://cdn.asp.events/CLIENT_Montgome_B1B4C8FA_E3BA_05DA_18BFD74DA8885CDB/sites/fit-show-2023/media/RATES-AND)

O-fitshow-01 · STAND PACKAGES QUARTZ - 6m2 · £3,842 per stand · VAT unstated · no\_headline · 6 m<sup>2</sup> package

O-fitshow-02 · STAND PACKAGES CRYSTAL - 12m2 · £6,848 per stand · VAT unstated · no\_headline · 12 m<sup>2</sup> package

O-fitshow-03 · STAND PACKAGES OPAL - 24m2 · £13,054 per stand · VAT unstated · no\_headline · 24 m<sup>2</sup> package

O-fitshow-04 · SPACE ONLY 12m2 - 23m · £534/m<sup>2</sup> · VAT unstated · no\_headline · min 12 m<sup>2</sup>

O-fitshow-05 · SPACE ONLY 24m2 - 39m2 · £510/m<sup>2</sup> · VAT unstated · no\_headline

O-fitshow-06 · SPACE ONLY 40m2 - 59m2 · £485/m<sup>2</sup> · VAT unstated · no\_headline

O-fitshow-07 · SPACE ONLY 60m2 - 79m2 · £454/m<sup>2</sup> · VAT unstated · no\_headline

O-fitshow-08 · SPACE ONLY 80m2 - 129m2 · £422/m<sup>2</sup> · VAT unstated · no\_headline

O-fitshow-09 · SPACE ONLY Over 130m2 · £395/m<sup>2</sup> · VAT unstated · no\_headline

## Floodex 2026

Excel London · Frontier Media Group

S-cc0df516c64e · <https://floodex.co.uk/exhibiting/>

O-floodex-01 · Space only stand · £419/m<sup>2</sup> · VAT unstated · headline

O-floodex-02 · Shell scheme stand · £469/m<sup>2</sup> · VAT unstated · headline

## Futurebuild 2027

Excel London · Media 10

S-ddcf94837898 · <https://www.futurebuild.co.uk/stand-options>

O-futurebuild-01 · Space Only Standard rate · £549/m<sup>2</sup> · VAT excluded · headline

O-futurebuild-02 · Shell Scheme Standard rate · £599/m<sup>2</sup> · VAT excluded · headline

## Group Leisure & Travel Show 2026

Arena MK · Yandell Publishing

S-ec7ab30b2cc8 · <https://grouptravelshow.com/stand-dimensions/>

O-glts-01 · Standard site only · £410/m<sup>2</sup> · VAT excluded · headline · min 4 m<sup>2</sup>

O-glts-02 · 2x2 stand · £1,830 per stand · VAT excluded · secondary · min 4 m<sup>2</sup> · 4 m<sup>2</sup> package

O-glts-03 · 3x2 stand · £2,745 per stand · VAT excluded · secondary · min 4 m<sup>2</sup> · 6 m<sup>2</sup> package

O-glts-04 · 4x2 stand · £3,660 per stand · VAT excluded · secondary · min 4 m<sup>2</sup> · 8 m<sup>2</sup> package

O-glts-05 · 3x3 stand · £4,115 per stand · VAT excluded · secondary · min 4 m<sup>2</sup> · 9 m<sup>2</sup> package

O-glts-06 · 4x3 stand · £5,185 per stand · VAT excluded · secondary · min 4 m<sup>2</sup> · 12 m<sup>2</sup> package

## APPENDIX

# Every published rate, with its source

186 rows, sorted by show. Headline = standard rate used in comparisons; secondary = other tier or size; no\_headline = package or band; excluded = not used in any statistic.

## Harrogate Christmas & Gift Fair 2027

Harrogate Convention Centre · Harrogate International Toy Fair Ltd

S-86f7d39c0805 · [https://www.harrogatefair.com/booking\\_form2.asp](https://www.harrogatefair.com/booking_form2.asp)

O-harrogatefair-01 · Space Only (build yourself or appoint a stand builder to build a stand and lay flooring) · £238/m<sup>2</sup> · VAT excluded · headline

O-harrogatefair-02 · Shell Scheme (modular click) · £289/m<sup>2</sup> · VAT excluded · headline

O-harrogatefair-03 · Traditional Wood Shell Scheme · £312/m<sup>2</sup> · VAT excluded · secondary

## Harrogate International Nursery Fair 2026

Harrogate Convention Centre · Harrogate International Nursery Fair Ltd

S-5cfe08beaaa6 · [https://www.nurseryfair.com/booking\\_form\\_a.asp](https://www.nurseryfair.com/booking_form_a.asp) · also S-02df2880110b

O-hinf-01 · Space Only Stand Type · £168/m<sup>2</sup> · VAT unstated · headline

O-hinf-02 · QUAD Shell Stand Type · £238/m<sup>2</sup> · VAT unstated · headline

O-hinf-03 · Shell Build in EcoVISION Stand Type · £260/m<sup>2</sup> · VAT unstated · secondary

O-hinf-04 · Show Ready Equipped Stand Solution 6m x 3m · £6,500 per stand · VAT excluded · secondary · 18 m<sup>2</sup> package

O-hinf-05 · Show Ready Equipped Stand Solution 5m x 4m · £6,700 per stand · VAT excluded · secondary · 20 m<sup>2</sup> package

O-hinf-06 · Show Ready Equipped Stand Solution 5m x 5m · £7,000 per stand · VAT excluded · secondary · 25 m<sup>2</sup> package

O-hinf-07 · New Brands Zone and BPIA Pavilion Area Stand Package · £885 per stand · VAT unstated · excluded

## Highways UK 2026

NEC Birmingham · Terrapinn

S-374b28f3cbfe · <https://form.jotform.com/261693081824360>

O-highwaysuk-01 · Start-Up Zone pod (1x1 square metre stall) - booked before 31st May · £495 per stand · VAT excluded · excluded · 1.0 m<sup>2</sup> package

O-highwaysuk-02 · Start-Up Zone pod (1x1 square metre stall) - booked before 1st August · £595 per stand · VAT excluded · excluded · 1.0 m<sup>2</sup> package

O-highwaysuk-03 · Start-Up Zone pod (1x1 square metre stall) - booked before 1st October · £695 per stand · VAT excluded · excluded · 1.0 m<sup>2</sup> package

## Hydrogen Tech Expo 2027

Telford International Centre · 10four Media

S-313541008139 · [https://hydrogentechexpo.co.uk/wp-content/uploads/2026/06/Hydrogen\\_2026\\_Booking-Form-3.docx](https://hydrogentechexpo.co.uk/wp-content/uploads/2026/06/Hydrogen_2026_Booking-Form-3.docx)

O-hydrogentechexpo-01 · 3m x 3m Stand · £2,650 per stand · VAT excluded · excluded · 9 m<sup>2</sup> package

O-hydrogentechexpo-02 · 3m x 6m Stand · £4,950 per stand · VAT excluded · excluded · 18 m<sup>2</sup> package

## Kent Construction EXPO 2026

Kent Event Centre · Revolution Events

S-5f5ce70fe66a · <https://kentconstructionexpo.com/exhibiting-and-sponsorship/>

O-kentconstructionexpo-01 · Fully inclusive stand packages start from · £1,000 per stand · VAT excluded · excluded

## APPENDIX

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## Learning Places Scotland 2026

SEC Glasgow · STEP CONNECT2

S-9f1aeab09e19 · <https://www.learningplaces.scot/stand-rates>

O-learningplaces-01 · Shell scheme · £370/m<sup>2</sup> · VAT excluded · headline

## MSP Show (Managed Service Provider Show) 2027

Excel London · Diversified Communications UK

S-3c735228c907 · <https://www.mspshow.co.uk/msp-exhibiting/>

O-msp-01 · Space only · £885/m<sup>2</sup> · VAT excluded · headline

O-msp-02 · Shell Scheme packages · £915/m<sup>2</sup> · VAT excluded · headline

## OTS (Outdoor Trade Show) 2026

Exhibition Centre Liverpool · MCS (with Outdoor Industries Association)

S-71cf53db5660 · <https://outdoortradeshow.com/ots-booking-form-2026/>

O-ots\_outdoor-01 · Space only · £105/m<sup>2</sup> · VAT excluded · secondary

O-ots\_outdoor-02 · Space only · £125/m<sup>2</sup> · VAT excluded · headline

O-ots\_outdoor-03 · Shell scheme · £122/m<sup>2</sup> · VAT excluded · secondary

O-ots\_outdoor-04 · Shell scheme · £142/m<sup>2</sup> · VAT excluded · headline

## PATS Pet & Aquatics Trade Show 2026

NEC Birmingham · not established

S-206b0fafe576 · [https://www.patshow.co.uk/images/PATS26%20Sales%20Brochure\\_updated-compressed.pdf](https://www.patshow.co.uk/images/PATS26%20Sales%20Brochure_updated-compressed.pdf)

O-pats-01 · SHELL SCHEME 4 TO 20 SQM · £419/m<sup>2</sup> · VAT excluded · headline · min 4 m<sup>2</sup>

O-pats-02 · SHELL SCHEME 21 SQM AND ABOVE · £380/m<sup>2</sup> · VAT excluded · secondary · min 21 m<sup>2</sup>

O-pats-03 · SPACE ONLY 24 SQM AND ABOVE · £330/m<sup>2</sup> · VAT excluded · headline · min 24 m<sup>2</sup>

## PestEx 2026

Excel London · British Pest Control Association

S-c6ec18e33cbf · <https://pestex.org/book>

O-pestex-01 · Shell scheme stand · £375/m<sup>2</sup> · VAT unstated · secondary

O-pestex-02 · Shell scheme stand · £535/m<sup>2</sup> · VAT unstated · headline

O-pestex-03 · Space only stand · £340/m<sup>2</sup> · VAT unstated · secondary

O-pestex-04 · Space only stand · £480/m<sup>2</sup> · VAT unstated · headline

## RWM (within ESS Expo) 2027

NEC Birmingham · Roar B2B

S-98ed4d48dae8 · <https://www.ess-expo.co.uk/exhibitors/prices-stand-application>

O-rwm-01 · Shell Scheme · £659/m<sup>2</sup> · VAT excluded · headline

O-rwm-02 · Space Only · £639/m<sup>2</sup> · VAT excluded · headline

## APPENDIX

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## SALTEX 2026

NEC Birmingham · Grounds Management Association

S-5df14aa2fbdf · [https://cdn.asp.events/CLIENT\\_Grounds\\_79C02B47\\_B2E2\\_9959\\_D45213B0EB0F8F49/sites/saltex2025/media/2026-commerce](https://cdn.asp.events/CLIENT_Grounds_79C02B47_B2E2_9959_D45213B0EB0F8F49/sites/saltex2025/media/2026-commerce)

O-saltex-01 · SPACE · Show rate · £166/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-02 · SHELL · Show rate · £205/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-03 · SPACE · Loyalty rate · £176/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-04 · SHELL · Loyalty rate · £217/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-05 · SPACE · Early bird rate · £211/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-06 · SHELL · Early bird rate · £252/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-07 · SPACE · Standard rate · £230/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-08 · SHELL · Standard rate · £260/m<sup>2</sup> · VAT excluded · secondary  
O-saltex-09 · SPACE · Late rate · £248/m<sup>2</sup> · VAT excluded · headline  
O-saltex-10 · SHELL · Late rate · £280/m<sup>2</sup> · VAT excluded · headline

## ScotHot 2027

SEC Glasgow · not established

S-b082e54653b0 · <https://bit.ly/ScotHotBroch27>

O-scothot-01 · Space Only · £305/m<sup>2</sup> · VAT unstated · headline  
O-scothot-02 · Shell Scheme · £355/m<sup>2</sup> · VAT unstated · headline  
O-scothot-03 · Liquid Academy Drinks Area · LA Drinks Package · £335/m<sup>2</sup> · VAT excluded · secondary  
O-scothot-04 · Scottish Regional Food Market · £660 per stand · VAT excluded · secondary · 2.0 m<sup>2</sup> package

## Security & Policing 2027

Farnborough International · ADS Group

S-f6a6713cc88e · <https://www.securityandpolicing.co.uk/exhibit/exhibitor-stand-options/>

O-securitypolicing-01 · Shell scheme Package A – 4sqm · £3,810 per stand · VAT excluded · no\_headline · 4 m<sup>2</sup> package  
O-securitypolicing-02 · Shell scheme Package B – 6sqm · £5,190 per stand · VAT excluded · no\_headline · 6 m<sup>2</sup> package  
O-securitypolicing-03 · Shell scheme Package C – 8sqm · £6,710 per stand · VAT excluded · no\_headline · 8 m<sup>2</sup> package  
O-securitypolicing-04 · Shell scheme Package D – 9sqm · £7,555 per stand · VAT excluded · no\_headline · 9 m<sup>2</sup> package  
O-securitypolicing-05 · Shell scheme Package E – 10sqm · £8,265 per stand · VAT excluded · no\_headline · 10 m<sup>2</sup> package  
O-securitypolicing-06 · Shell scheme Package F – 12sqm · £9,280 per stand · VAT excluded · no\_headline · 12 m<sup>2</sup> package  
O-securitypolicing-07 · Shell scheme Package G – 15sqm · £11,396 per stand · VAT excluded · no\_headline · 15 m<sup>2</sup> package  
O-securitypolicing-08 · Pod package – 2sqm (2m x 1m) · £1,905 per stand · VAT excluded · no\_headline · 2 m<sup>2</sup> package  
O-securitypolicing-09 · Self build stand space · £710/m<sup>2</sup> · VAT excluded · no\_headline · min 18 m<sup>2</sup>

## Sign & Digital UK / The Sign Show 2026

NEC Birmingham · not established

S-4c521776b903 · <https://www.thesignshow.co.uk/exhibit/book-a-stand/>

O-signshow-01 · Space Only Stand · £275/m<sup>2</sup> · VAT excluded · headline  
O-signshow-02 · Shell Scheme Stand · £300/m<sup>2</sup> · VAT excluded · headline

## APPENDIX

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## Solar & Storage Live UK 2026

NEC Birmingham · Terrapinn

S-f1f214d8ae3a · <https://form.jotform.com/251352047968362>

O-solarstoragelive-01 · Shell Scheme · £630/m<sup>2</sup> · VAT excluded · headline

O-solarstoragelive-02 · Space only · £575/m<sup>2</sup> · VAT excluded · headline · min 16 m<sup>2</sup>

## Stadia Expo 2026

Business Design Centre London · Mondiale Media (Mondo Stadia)

S-5073a1620eb0 · [https://www.stadiaexpo.com/wp-content/uploads/2026/01/StadiaExpo\\_2026\\_MediaPack\\_260126.pdf](https://www.stadiaexpo.com/wp-content/uploads/2026/01/StadiaExpo_2026_MediaPack_260126.pdf)

O-stadiaexpo-01 · Space Only · £465/m<sup>2</sup> · VAT unstated · secondary

O-stadiaexpo-02 · Shell Scheme · £505/m<sup>2</sup> · VAT unstated · secondary

O-stadiaexpo-03 · Space Only · £495/m<sup>2</sup> · VAT unstated · headline

O-stadiaexpo-04 · Shell Scheme · £535/m<sup>2</sup> · VAT unstated · headline

## The Cleaning Show (London) 2027

Excel London · not established

S-5d228425d971 · <https://clean-spectaculum.files.svdcn.com/production/misc/CleaningShow-London27-SalesBrochure.pdf?dm=17781644>

O-cleaningshow-01 · SPACE ONLY · £333/m<sup>2</sup> · VAT excluded · secondary

O-cleaningshow-02 · SPACE ONLY · £388/m<sup>2</sup> · VAT excluded · headline

O-cleaningshow-03 · SHELL SCHEME STAND BUILT FOR YOU · £387/m<sup>2</sup> · VAT excluded · secondary

O-cleaningshow-04 · SHELL SCHEME STAND BUILT FOR YOU · £441/m<sup>2</sup> · VAT excluded · headline

## The Education People Show 2026

Kent Event Centre · Revolution Events

S-c4238f8263c2 · <https://theeducationpeopleshow.co.uk/sponsorship-opportunities/>

O-educationpeopleshow-01 · stands start from · £1,108 per stand · VAT excluded · excluded

## The National Civils Show 2026

Excel London · Indigo Media & Events

S-6c6783ce7a55 · <https://civilsshow.com/exhibiting/>

O-civils-01 · Space only stand · £419/m<sup>2</sup> · VAT unstated · headline

O-civils-02 · Shell scheme stand · £469/m<sup>2</sup> · VAT unstated · headline

## The National Drainage Show 2026

Excel London · Frontier Media Group

S-a65fc7b78e1c · <https://drainageshow.com/exhibiting/>

O-drainage-01 · Space only stand · £419/m<sup>2</sup> · VAT unstated · headline

O-drainage-02 · Shell scheme stand · £469/m<sup>2</sup> · VAT unstated · headline

## APPENDIX

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## The Pharmacy Show 2026

NEC Birmingham · CloserStill Media

S-ec60b299230c · [https://cdn.asp.events/CLIENT\\_CloserSt\\_D86EA381\\_5056\\_B739\\_5482D50A1A831DDD/sites/pharmacy-show-2025/media/ps26](https://cdn.asp.events/CLIENT_CloserSt_D86EA381_5056_B739_5482D50A1A831DDD/sites/pharmacy-show-2025/media/ps26)

O-pharmacyshow-01 · Shell scheme · £799/m<sup>2</sup> · VAT excluded · headline

O-pharmacyshow-02 · Space only · £789/m<sup>2</sup> · VAT excluded · headline

## The Print Show 2026

NEC Birmingham · not established

S-e28772655c11 · <https://www.theprintshow.co.uk/exhibit/book-a-stand/>

O-printshow-01 · Space Only Stand · £275/m<sup>2</sup> · VAT excluded · headline

O-printshow-02 · Shell Scheme Stand · £300/m<sup>2</sup> · VAT excluded · headline

## The Source (trade show) 2027

Westpoint Exeter · Hale Events

S-82a861dfb1e3 · <https://thesourcetradeshow.co.uk/exhibiting/pricing-floorplan/>

O-source-01 · Stands start at £282.00 + vat per square metre · £282/m<sup>2</sup> · VAT excluded · headline

## Toy Fair 2027

Olympia London · British Toy & Hobby Association

S-459a0f017ef2 · <https://www.toyfair.co.uk/exhibit/>

O-toyfair-01 · Economy package : The Gold Zone · £1,484 per stand · VAT excluded · secondary · 5 m<sup>2</sup> package

O-toyfair-02 · Shell Scheme Package · £304.50/m<sup>2</sup> · VAT excluded · headline · min 6 m<sup>2</sup>

O-toyfair-03 · Self-Build Package · £240/m<sup>2</sup> · VAT excluded · headline

## TravelTech Show 2027

Excel London · Northstar Travel Media

S-6aa865ea3932 · <https://traveltech-show.com/exhibit/stand-packages>

O-traveltech-01 · Space only · £930/m<sup>2</sup> · VAT unstated · headline

O-traveltech-02 · Shell scheme · £999/m<sup>2</sup> · VAT unstated · headline

## UK Construction Week Birmingham 2027

NEC Birmingham · Media 10

S-61decfce1c99 · [https://cdn.asp.events/CLIENT\\_Media\\_10\\_B9D470DF\\_5056\\_B739\\_5443B4BBAA6F8ED4/sites/futurebuild-2026/media/innova](https://cdn.asp.events/CLIENT_Media_10_B9D470DF_5056_B739_5443B4BBAA6F8ED4/sites/futurebuild-2026/media/innova)

O-ukcw-01 · Futurebuild Innovation Showcase - FULLY MANAGED EXHIBITION PACKAGE · £5,950 per stand · VAT excluded · excluded · 9 m<sup>2</sup> package

## APPENDIX

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## UK Corrugated Industry Trade Show 2026

Telford International Centre · Sheet Plant Association

S-e45c0b918b2c · <https://ukcorrugatedindustrytradeshow.com/wp-content/uploads/2026/05/UKCITS26-Exhibitor-Booking-Form-11.5.26.p>

- O-ukcits-01 · STANDARD · 3x2m · 6m<sup>2</sup> · £2,250 per stand · VAT excluded · secondary · 6 m<sup>2</sup> package
- O-ukcits-02 · STANDARD · 3x2m · 6m<sup>2</sup> · £3,250 per stand · VAT excluded · secondary · 6 m<sup>2</sup> package
- O-ukcits-03 · DOUBLE STANDARD · 6x2m · 12m<sup>2</sup> · £4,200 per stand · VAT excluded · secondary · 12 m<sup>2</sup> package
- O-ukcits-04 · DOUBLE STANDARD · 6x2m · 12m<sup>2</sup> · £5,200 per stand · VAT excluded · secondary · 12 m<sup>2</sup> package
- O-ukcits-05 · UNIQUE · 5x3m · 15m<sup>2</sup> · £4,500 per stand · VAT excluded · secondary · 15 m<sup>2</sup> package
- O-ukcits-06 · UNIQUE · 5x3m · 15m<sup>2</sup> · £5,500 per stand · VAT excluded · secondary · 15 m<sup>2</sup> package

## UK Metals Expo 2026

NEC Birmingham · Easyfairs

S-af151a072208 · [https://easyfairsassets.com/sites/350/2025/09/UKM\\_booking\\_form\\_v7-1.pdf](https://easyfairsassets.com/sites/350/2025/09/UKM_booking_form_v7-1.pdf)

- O-ukmetals-01 · Space Only · £450/m<sup>2</sup> · VAT excluded · headline · min 16 m<sup>2</sup>
- O-ukmetals-02 · Shell Scheme · £490/m<sup>2</sup> · VAT excluded · headline
- O-ukmetals-03 · Ready to Go Package (per sqm) · £530/m<sup>2</sup> · VAT excluded · secondary · min 9 m<sup>2</sup>

## Vendex Midlands 2027

Arena MK · Trade Events Ltd

S-12c05c7fdce9 · <https://www.vend-ex.com/vendex-midlands-2027/exhibit-at-vendex-midlands-2027/>

- O-vendexmidlands-01 · Stand Space Cost (includes Shell Scheme) · £295/m<sup>2</sup> · VAT excluded · headline

## Vendex North 2026

Doncaster Racecourse Exhibition Hall · Trade Events Ltd

S-6eb637223ca5 · <https://www.vend-ex.com/wp-content/uploads/2026/03/VN26-stand-booking-form-v4.pdf>

- O-vendexnorth-01 · Stand space costs (includes Shell Scheme) · £295/m<sup>2</sup> · VAT excluded · headline

## Warehouse. & Yard. 2027

NEC Birmingham · IWLEX Ltd

S-4cdaa737a541 · <https://www.warehouseandyard.co.uk/exhibit>

- O-warehouseyard-01 · Shell Scheme · £716/m<sup>2</sup> · VAT excluded · headline
- O-warehouseyard-02 · Space Only · £589/m<sup>2</sup> · VAT excluded · headline