

Planning your budget – estimation of the costs

We prepared this overview of the most important items as an aid for calculating your budget.

All prices indicated below are net and subject to applicable value-added tax.

Prices marked with * are prices of 2023.

They will be updated as soon as the prices for 2025 are available.

Apart from the stand rent and construction, additional costs such as technical services, advertising, PR, forwarding etc. are to be considered. A lot of below-mentioned items will be charged for costs actually incurred, depending on use. Start planning your budget as soon as possible in order to compare different proposals.



the leading exhibition

Stand rental (floor space only)	
Row stand (1 side open)	EUR 212/m ²
Corner stand (2 sides open)	EUR 234/m ²
End stand (3 sides open)	EUR 248/m ²
Island stand (4 sides open)	EUR 255/m ²
Open-air grounds	EUR 103/m ²
Tracks	EUR 109/m

Concept booth	
Full service package stand 16m ² (incl. 16m ² row stand (1 side open), stand area, stand construction and all extras see B3 of "Special Terms of Participation B")	EUR 6,490
Full service package stand 20m ² (incl. 20 m ² row stand (1 side open), stand area, stand construction and all extras see B3 of "Special Terms of Participation B")	EUR 7,790

Additional costs to stand rental	
AUMA fee	EUR 0,60/m ²
Flat-rate fee for waste disposal during the fair, setup and dismantling	EUR 6/m ²
Advance payment for services up to 100m ²	EUR 20/m ²
Advance payment for services from 101m ²	EUR 25/m ²
Obligatory communication fee The obligatory communication fee includes the basic entries in the online exhibitor directory, in the app and visit planner (see B 13).	EUR 1,000 for exhibitors (first space) EUR 250 for exhibitors (each additional space)

Registration of additional companies on the stand	
Co-exhibitor fee	EUR 250/per company
Mandatory communication fee for co-exhibitors (charged additional to the co-exhibitor fee)	EUR 300/per company

Stand construction	
Stand construction including floor covering and lighting	The online stand configurator of our subsidiary company, Meplan GmbH, allows you to create your stand according to your requirements in just a few steps. Stand configurator: www.meplan.de
Furnishings/Equipment	
Lettering/Graphics	
Setup/Dismantling	

Technical services	
Main electrical connection and consumption Halls	3 KW EUR 280
	5 KW EUR 470*
	10 KW EUR 638*
Main electrical connection and consumption Outdoor area	3 KW EUR 376*
	5 KW EUR 660*
	10 KW EUR 917*
Main water connection including connection of one appliance Halls	EUR 369*
Main water connection including connection of one appliance Outdoor area	EUR 555*
Telecommunication	EUR 163/digital connection incl. fully featured telephone*
	EUR 133/analog extension*
Internet	EUR 451/up to 4 MB/s incl. flatrate dynam./pr. IP-adr.*
	EUR 554/up to 8 MB/s incl. flatrate dynam./pr. IP-adr.*
	EUR 683/up to 16 MB/s incl. flatrate dynam./pr. IP-adr.*
Suspension units	
Working platforms	

Stand and rental services	
Stand security service	EUR 39,90 per hour* Minimum period of deployment is 4.5 hours
Stand cleaning	EUR 2,35/m ² Initial cleaning at end of setup*
	EUR 0,90/m ² each further cleaning*
Catering	
Dishes	
Multimedia	
Electrical Devices	
Plants/Decoration	

Tickets and passes	
Free exhibitor passes	Quantity of free passes please look here
Additional exhibitor day pass	EUR 29
Additional exhibitor permanent pass	EUR 49
Online voucher for one-day ticket invitation for customers (only those tickets will be charged in the final invoice that were actually used during the exhibition)	EUR 16
Online voucher for one-day ticket invitation for customers GoGreen (only those tickets will be charged in the final invoice that were actually used during the exhibition)	EUR 22
Parking permit car park (suitable for exhibitors in halls B1-B3)	EUR 14,29 day permit*
	EUR 57,16 long-term permit*
Parking permit outdoor exhibition area (suitable for exhibitors in halls A4-A6/B4-B6)	EUR 10,08 day permit*
	EUR 40,32 long-term permit*

Press services	
Directory of editors	EUR 95*
Press conference room rental	EUR 470*
Online section "press event calendar"	included*

Marketing services	
Online section "exhibitor event calendar"	included*
Advertising spaces and sponsoring	
Visitor tracking	from 149 EUR*
Stand party (after 18:00) application until May 2, 2025	EUR 600 for stands up to 99 m ² EUR 800 for stands from 100 m ²
Stand party (after 18:00) application until May 23, 2025	EUR 800 for stands up to 99 m ² EUR 1,000 for stands from 100 m ²

Entries in official trade fair media	
Basic entries in the online exhibitor directory, the app and visit planner (see B13). (Additional entries can be booked in the respective advertising media for extra charges.)	included

Forwarding and waste disposal	
Forwarding service and storage of goods	
Waste disposal during setup, event period, dismantling	included in flat-rate fee for waste disposal

Travel and accommodation	
Hotel	
Travel expenses	

Other	
Hostesses/Stand staff	
GEMA fee (Music usage)	
Insurance	
Conference and meeting room rental	

Prices subject to change as of March 2024