

4 COSTS AT A GLANCE



Exhibitors acquire exhibitors: recommend us and acquire a new exhibitor for ILMAC 2021.

You will then receive the basic media package worth CHF 790.- free of charge.



Clear costs permit reliable budgeting

NEW: as of 80.1 m², the floor space is free of charge!

Floor space prices:

9–25 m² : CHF 266.– /m²
25,1–80 m²: CHF 256.–/m²

Surcharge for open sides:

1 open side (row stand):	no surcharge for floor space
2 open sides (corner stand):	22% surcharge for floor space
3 open sides (end-of-row stand):	24% surcharge for floor space
4 open sides (island stand):	26% surcharge for floor space

Basic media package (compulsory) CHF 790.–

All-in Stand Package as of 9m²

The All-in Package includes the floor space, stand, furnishings and the most important services. This is the optimum package for participating in ILMAC for a low outlay.

Price: 9 m² floor space with a “Beta” system stand: CHF 4’970.–
Additional square metre @ CHF 449.–/m² (prices excl. VAT)

Stand floor space:

9 m² (row stand, can be extended as required)
excluding surcharge for open sides (basis: floor space price CHF 250.–/m²)
Surcharge for sides - 2 open sides 22%, 3 open sides 24%, 4 open sides 26%

Stand package:

- Modular system stand 9 m²
- Lighting: 1 spotlight per 3 m²
- Carpet, choice of five colours
- 1 socket (230 V/10 A), 2.3 kW incl. electricity consumption and connection charges
- Stand lettering, black, 8 cm high (max. 30 letters per stand in a standard font)
- Furnishings: one table (white), three chairs (black), one lockable counter (white), services pack (coat rack, wastepaper basket), one cubicle (1 m²) with a curtain. The stands are of a fixed design. Items of furniture can only be exchanged for different ones for a surcharge.

Service package:

- Basic cleaning, daily stand cleaning
- Compulsory insurance of exhibits (against fire, lightning, explosion and damage by the elements up to a maximum value of CHF 10,000.–)
- Compulsory liability insurance for the duration of the fair
- Four exhibitor passes
- One exhibitor parking space

Advertising package:

- Basic Media Package (online exhibitor and product directory, mobile app)
 - Free admission vouchers to send to your customers
 - Advertising material and a guide to successful trade fair preparations and presence
 - ILMAC advertising and PR measures
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