

# Ballpark budget overview

Activity	Fee (EUR)	Cost (EUR)
<b>Project Management (3-month period)</b> Allowance for weekly status calls (0.5 hours) attended by x2 employees, allows for development of agenda and status trackers. Allows for ad-hoc calls, timeline and finance management including invoicing and monthly reconciliations. Costed as a 3-month period. To be reviewed as dependent on final scope.	€ 15,000-20,000	
<b>Congress Brand Identity Development</b> Allowance for development of overarching brand identity with unified look& feel but with a small spin so that it's suitable for medical and then another spin so suitable for commercial use. To be informed by strategic direction. Allowance for x2 rounds of amends. Assumes formal approval isn't required and final production can be done in-house.	€ 13,500-17,000	€ 2,000-3,000 (for supporting stock images should they be needed)
<b>Unified Narrative Development</b> Allowance for review of existing messaging and development of unified Medical/Commercial narrative. Assumes development of 1 unified narrative plus up to 2 communication pillars for Medical and 2 for Commercial, including supporting messages. Allows for x2 rounds of amends.	€ 7,000-10,000	
<b>HCP Personae Journey Plans (6 personae)</b> Development of congress communication plan, informed by narrative. Includes development of communication objectives for pre, during and post congress, to support each stage, informed by the narrative and suggested channels/tactics to use, identification of insight/content/consent opportunities. Final deliverable is development of 6 journeys (one for each personae) but assumes 50% overlap. Does not allow for development of the tactics themselves	€ 25,000-29,000	
<b>Booth Concepting</b> Allowance for initial development of up to 3 concepts, virtual presentation of concepts followed by x1 round of amends to selected concept ahead of approval. Does not allow for technical drawings or production of booth.	€ 15,000-29,000	

The costs presented above are ballpark budgets based on the information we know now. They are based on the design of the new concept. Cost to be reviewed on receipt of final brief and confirmed scope.

# Ballpark budget overview cont'd

Activity	Fee (EUR)	Cost (EUR)
<b>Booth Show Build &amp; Delivery</b> Covers the full execution of the approved booth concept, including fabrication management, onsite assembly, and coordination with venue and technical teams. Ensures all structural, branding, and AV components are installed to specification and delivered ready for seamless activation on the congress floor.	€ 399,000-735,000	
<b>Production Labour</b> Allowance for onsite support during installation and show delivery, including coordination with venue teams, contractors, and brand stewards. Covers review of messaging, reinforcement of key communication pillars, and minor live adjustments as required. Travel and accommodation costs to be confirmed based on final location.	€ 37,500-46,500	