

Dutch Design is coming to the US, during NYCxDesign 16-23 May 2019

Ventura New York - the Dutch edition at ICFF 19-22 May 2019 (1*)	1,14				Description	Supplier/invoice from
	Estimated	Estimated (3*)	VAT	VAT amount		
	Euro €	Dollar \$				
Exhibition location in New York ICFF						
Location cost	€ 94.298,25	\$107.500,00	0%	€ -	230m2 booth at ICFF	ICFF
Electricity, water, cleaning service, other utilities and services	€ 5.000,00	\$5.700,00	0%	€ -		ICFF
Exhibition design and implementation						
Exposition organisation/realisation						
Art direction/curator fee	€ 5.000,00	\$5.700,00	21%	€ 1.050,00	Flat fee	Oid
Exhibition design	€ 3.900,00	\$4.446,00	21%	€ 819,00	60 hours; senior Euro 65x60 hours	Oid
Projectmanagement and organisation (communication with designers, exhibitors, location, suppliers, insurance etc.)	€ 10.650,00	\$12.141,00	21%	€ 2.236,50	h	Oid/Contractor
Aquisition exhibitors, assistant projectmanagement	€ 7.800,00	\$8.892,00	21%	€ 1.638,00	120 h; senior € 65x120 h	NCD
Build up						
Exhibition lighting	€ 12.000,00	\$13.680,00	0%	€ -		ICFF/Contractor
Realisation/building of exhibition by standbuilder (incl. manhours, material)	€ 31.500,00	\$35.910,00	0%	€ -		ICFF/Contractor
Assisting staff during standbuilding	€ 2.480,00	\$2.827,20	21%	€ 520,80	48 h; junior + junior + senior € 45x16 h + € 45x16 h + € 65x16 h	Oid/Contractor
Break down						
Assisting staff during break down	€ 1.550,00	\$1.767,00	21%	€ 325,50	30 h; junior + junior + senior € 45x10 h + € 45x10 h + € 65x10 h	Oid/Contractor
Break down of exhibition by standbuilder (incl. manhours, material and waste disposal)	€ -		0%	€ -	Included in realisation/building exhibition	ICFF/Contractor
PR, communication and promotion						
PR- en promotion materials						
Design promotion materials (flyers/booklet/press package/buttons, etc)	€ 3.000,00	\$3.420,00	21%	€ 630,00		graphic designer
Promotion texts by journalist/writer	€ 1.260,00	\$1.436,40	21%	€ 264,60		extern writer
Translation text NL/ENG	€ 300,00	\$342,00	21%	€ 63,00		translator
Printing	€ 2.000,00	\$2.280,00	21%	€ 420,00		print supplier
Realize and sending digital invitation	€ 1.040,00	\$1.185,60	21%	€ 218,40	16 h, senior € 65x16 h	Oid/Contractor
Integration of the project on the venturaprojects.com website	€ 130,00	\$148,20	21%	€ 27,30	2 h, senior € 65x2 h	Oid/Contractor
Advertisement budget social media	€ 350,00	\$399,00	21%	€ 73,50		social media
Product and exhibition photography in New York	€ 2.250,00	\$2.565,00	0%	€ -		photographer in NY
Making of video in New York of the exhibition	€ 3.750,00	\$4.275,00	0%	€ -		video maker in NY
PR- and communication prior to the exhibition						
Press release + pitch rounds + pitch follow-up international (press)contacts	€ 3.480,00	\$3.967,20	21%	€ 730,80	56 h; Junior + senior € 45x8 h + € 65x48 h	Oid/Contractor
Local PR agency	€ 10.000,00	\$11.400,00	0%	€ -		BDE
PR- and communication during the exhibition						
1 ENG/NL speaking PR staff	€ 2.080,00	\$2.371,20	21%	€ 436,80	32 h; senior € 65x32 h	Oid/Contractor
Local PR agency	€ 5.000,00	\$5.700,00	0%	€ -		BDE
PR- and communication after the exhibition						
Press requests/interviews + follow-up international (press)contacts + new contacts	€ 3.300,00	\$3.762,00	21%	€ 693,00	60 h; junior + senior € 45x30 h + € 65x30 h	Oid/Contractor
Fund raising						
Gathering of information for fund raising	€ 2.600,00	\$2.964,00	21%	€ 546,00	40 h; senior € 65x40 h	NCD
Fund raising report writing	€ 2.600,00	\$2.964,00	21%	€ 546,00	40 h; senior € 65x40 h	NCD
Services						
Opening, catering	€ 5.000,00	\$5.700,00	0%	€ -		extern catering NY
Consumptions during opening hours	€ 5.000,00	\$5.700,00	0%	€ -		extern catering NY
Activity programme (Coaching, advise, workshops, event visits, lectures etc.)	€ 15.000,00	\$17.100,00	21%	€ 3.150,00	64 h; junior + senior € 45x32 h + € 65x32 h + external parties (*3)	Oid/Contractor
Transport						

Transport NL - NY - NL	€ 13.000,00	\$14.820,00	0%	€ -		DB Schenker
Storage in NL in- and outbound	€ 2.000,00	\$2.280,00	21%	€ 420,00		OiD/Contractor
Storage in NY for packaging	€ 2.500,00	\$2.850,00	0%	€ -		OiD/Contractor
Packaging, manhours, preparing and load in of transport, in- and outboud	€ 900,00	\$1.026,00	21%	€ 189,00	20 h; junior € 45 x 20 h + packagingmaterials	OiD/Contractor
Insurance and customs						
Transport insurance	€ 500,00	\$570,00	21%	€ 105,00		insurance company
Exhibition insurance	€ 2.000,00	\$2.280,00	0%	€ -		insurance company
Customs costs	€ 1.200,00	\$1.368,00	0%	€ -		customs
Travel and accommodation of staff						
Flight 3 persons	€ 2.400,00	\$2.736,00	0%	€ -	Staff	airlines
Accommodation, 3 persons	€ 4.200,00	\$4.788,00	0%	€ -	Staff	hotel/airB&B
"Day fee" for staff	€ 3.375,00	\$3.847,50	0%	€ -	27 days x € 125	local expenses NY
Evaluation						
Exhibitors meeting prior to event in the Netherlands	€ 1.000,00	\$1.140,00	21%	€ 210,00		rent location/catering
Exhibitors evaluation meeting after event	€ 1.000,00	\$1.140,00	21%	€ 210,00		rent location/catering
Activities report writing incl. evaluation	€ 1.500,00	\$1.710,00	21%	€ 315,00		NCD
Settlement, administration, accountability report	€ 4.500,00	\$5.130,00	21%	€ 945,00		NCD
Subtotal	€ 282.393,25	\$321.928,30	21%	€ 16.783,20		
Contingencies 10% (dollar rate, other contingencies)						
	€ 28.239,32	\$32.192,83				
TOTAL	€ 310.632,57	\$354.121,13				
Income						
Strategische Beurzen (in application)	€ 50.000,00		0%	€ -		
SIB (in application)	€ 30.000,00		0%	€ -		
Brabant C (in application)	€ 47.452,57		0%	€ -		
het Stimuleringsfonds	€ 29.780,00		0%	€ -		
8 Designers	€ 22.400,00		21%	€ 4.704,00	4 designers will be financially covered by a budget of Dutch Design Foundation	
9 Labels	€ 131.000,00		21%	€ 27.510,00	5x €19.000 + 4x €9.000	
TOTAL income	€ 310.632,57					
TOTAL expenses excluding contingencies	€ 282.393,25					
Contingencies	€ 28.239,32					
TOTAL expenses including contingencies	€ 310.632,57					
Income minus expenses including contingencies	€ -0,00					

The NYCxDesign week is the Design Event of New York City

(1*) Dutch event number 1 during NYCxDesign at ICFE fair

(2*) Rate 1 Euro = 1,14 Dollar rate 20-11-2018 (previous estimation 1,17 Dollar exchange rate 25-09-2018)

(3*) Het Nieuwe Instituut will contribute in kind by organising an activity for the side programme

ICFE = fair in New York

OiD = Organisation in Design, overall organiser of the complete project financial risk taker, the Netherlands

Contractor = external party to be invoiced, to be decided

NCD = New Citizen Design, co-organiser contact for fund raising, the Netherlands

BDE = Beth Dickstein Enterprises, Public Relations Agency, New York