



## Trade Show Budget Estimate

**The Bottom Line.** Where do you stand when it comes to estimating the costs of your trade show activities? Are you leaving anything out? Let's take a look:

**Exhibit Space Rental Cost** \_\_\_\_\_  
 (Factor in such things as early pre-pays, premium locations, etc.)

**Exhibit:**

Design \_\_\_\_\_  
 Graphics (design and production) \_\_\_\_\_  
 Construction \_\_\_\_\_  
 Storage/Drayage \_\_\_\_\_  
 Fix-up and repairs \_\_\_\_\_  
 Lighting \_\_\_\_\_

**Equipment: (Compare renting versus buying!)**

Carpet \_\_\_\_\_  
 Chairs \_\_\_\_\_  
 Multi-media (computers, video players, etc.) \_\_\_\_\_  
 AV and Media supplies (cords, batteries,  
 Display tables, kiosks, carts) \_\_\_\_\_  
 Phones \_\_\_\_\_

**Transportation:**

Cost to ship exhibit to and from show \_\_\_\_\_

**Personnel:**

Lodging \_\_\_\_\_  
 Airfare \_\_\_\_\_  
 Meals \_\_\_\_\_  
 Training \_\_\_\_\_  
 Show registration \_\_\_\_\_  
 Taxi or Rental Car \_\_\_\_\_

**Show Expenses:**

Setup and Breakdown - Labor \_\_\_\_\_  
 Electrical \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Cleaning \_\_\_\_\_  
 Security \_\_\_\_\_  
 Photography \_\_\_\_\_

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**Marketing Your Show Appearance:**

Advertising

Mailings (postage, printing, etc.)

Brochures for giveaway

Press Releases

Media Kits

Giveaways

Follow-up (mailings, phone calls, etc.)

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**Entertainment:**

Hospitality Suite

Food and drinks

Decorations

In-room presentation (could range from  
live entertainment to AV)

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**Begin here.** This is intended as a starting point, not a comprehensive list. Add to this list with each show you attend, keeping track of new items. Every company has different objectives that may change from show to show, and your expense estimates will most likely reflect that.

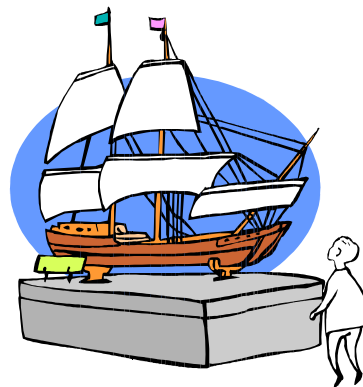
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