

Trade Show Budget Planning Worksheet

Cost Description	Estimated Spend	Actual Spend
Exhibit Booth		
Booth Design/Rental	\$	\$
Refurbishing	\$	\$
Crates and Packing	\$	\$
Furnishings	\$	\$
Storage	\$	\$
Misc. Add-Ons	\$	\$
Subtotal:	\$	\$
Transportation		
Shipping	\$	\$
Customs/Export License	\$	\$
Drayage	\$	\$
Misc. Transportation Costs	\$	\$
Subtotal:	\$	\$
Labor		
Electrician	\$	\$
Installation and Dismantle (I&D)	\$	\$
Plumbers	\$	\$
Unskilled Labor	\$	\$
Machine Operators	\$	\$

Riggers	\$	\$
Misc. Labor Costs	\$	\$
Subtotal:	\$	\$
Promotion		
Advertising for Show	\$	\$
Mailings	\$	\$
Printing	\$	\$
Sponsorships	\$	\$
Premiums	\$	\$
Talent	\$	\$
Hotel (Talent)	\$	\$
Travel (Talent)	\$	\$
Literature	\$	\$
Prizes/Giveaways	\$	\$
Onsite Billboards/Marquees, etc	\$	\$
Misc. Promotional Costs	\$	\$
Subtotal:	\$	\$
Show Services		
Utilities	\$	\$
Space Rental	\$	\$
Furniture/Carpet Rental	\$	\$
Badges	\$	\$

Cleaning	\$	\$
Lead-retrieval system rental	\$	\$
Security	\$	\$
Florist	\$	\$
Telephone	\$	\$
Internet Connection	\$	\$
Misc. Show Services Costs	\$	\$
Subtotal:	\$	\$
Ancillary Events		
Hospitality	\$	\$
Entertainment	\$	\$
Misc. Event Costs	\$	\$
Subtotal:	\$	\$
Booth Staff		
Per Diem Allowance	\$	\$
Hotel	\$	\$
Travel	\$	\$
Ground Transportation	\$	\$
Group Dinners	\$	\$
Staff Training	\$	\$
Outside Research	\$	\$
Misc. Booth Staff Expenses	\$	\$

Subtotal:	\$	\$
TOTAL EXHIBIT COST	\$	\$