



Trade Show Budget Worksheet

	Budget	Actual	Variance
1. Exhibit Space			
Booth space	\$	\$	\$
Staff registration	\$	\$	\$
2. Display			
Design & manufacture	\$	\$	\$
Graphics	\$	\$	\$
Shelves & containers	\$	\$	\$
Lighting	\$	\$	\$
3. Freight Transportation			
Shipping	\$	\$	\$
Drayage	\$	\$	\$
Storage	\$	\$	\$
Insurance	\$	\$	\$
4. Show Services			
Install/dismantle	\$	\$	\$
Electrical	\$	\$	\$
Furniture rental	\$	\$	\$
Audiovisual	\$	\$	\$
Photography	\$	\$	\$
Telephone/Fax	\$	\$	\$
Computer rental / Internet access	\$	\$	\$
Security	\$	\$	\$
Cleaning	\$	\$	\$
Other labor	\$	\$	\$
Utilities (water, power, gas & air)	\$	\$	\$



5. Marketing			
Pre-show promotion	\$	\$	\$
Direct mail	\$	\$	\$
Public relations – pre-show	\$	\$	\$
Public relations – during show			
Trade magazine ads	\$	\$	\$
Show literature	\$	\$	\$
On-site promotions	\$	\$	\$
Sales calls	\$	\$	\$
Giveaway items	\$	\$	\$
On-line marketing	\$	\$	\$
Post-show follow-up	\$	\$	\$
6. Personnel Costs			
Travel	\$	\$	\$
Hotel accommodations	\$	\$	\$
Meals & out-of-pocket	\$	\$	\$
7. Miscellaneous			
–	\$	\$	\$
–	\$	\$	\$
–	\$	\$	\$
TOTAL TRADE SHOW COST	\$	\$	\$