

## DESIGNING A TRADE SHOW BUDGET

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TRADE SHOW NAME: \_\_\_\_\_

DATE + LOCATION: \_\_\_\_\_

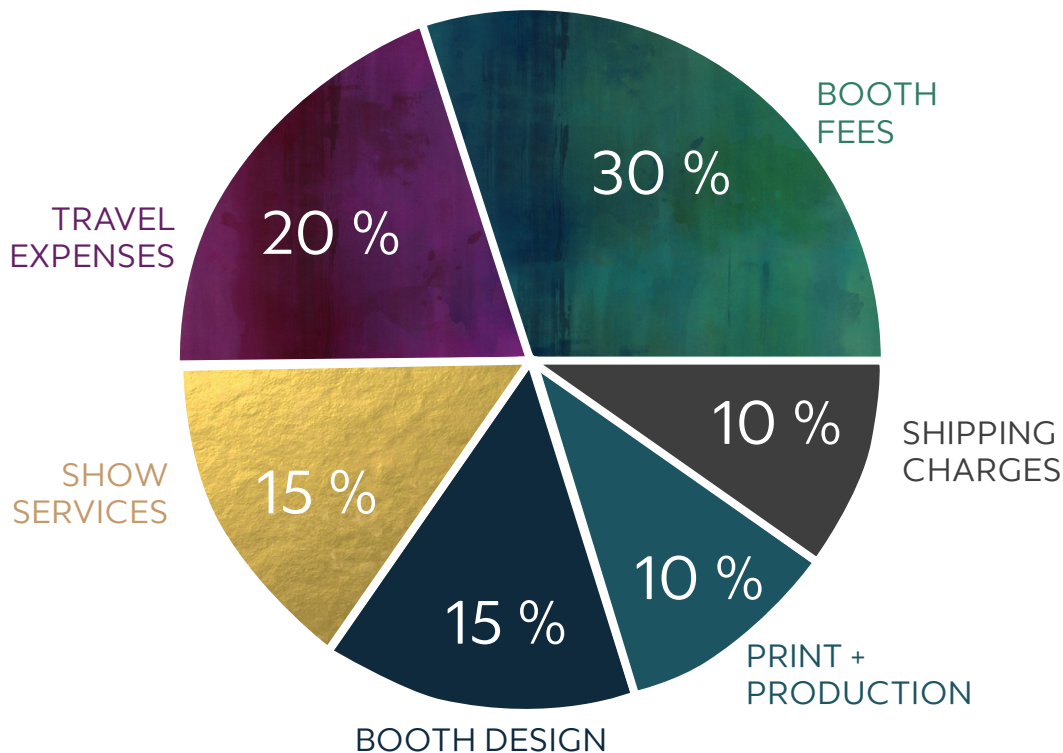
WHAT IS THE ACTUAL BOOTH FEE?: \_\_\_\_\_

(Multiply the booth fee x 3 to arrive at a rough estimate of the overall budget)

TOTAL BUDGET  
ROUGH ESTIMATE

TOTAL TARGET BUDGET  
FOR THIS SHOW

The breakdown of a typical trade show budget looks something like this:



That figure will vary, of course, depending on the nature of your booth design, how many materials you need to ship, how far you must travel and if you're staying in the swankiest joint in town. Let's build out your budget and allocate those funds before you're knee-deep in expenses.



## TRAVEL EXPENSES

EXPENSE	BREAK IT DOWN	PER PERSON	TOTAL BUDGETED
Transportation to Event	Driving or Flying # of People:		
Hotel Accommodations	# of Rooms: # of Nights:		
Meal Allowance	# of People: # of Days:		
Ground Transportation	# of People: # of Days:		

SECTION TOTAL

## SHOW SERVICES

Electrical	
Labor: Installation + Dismantle	

SECTION TOTAL

## BOOTH DESIGN

Professional Design Fees	
Furnishings	
Signage	

SECTION TOTAL

## PRINTING + PROMOTION

Printing	
Mailings	
Sponsorships	
Graphic Design Fees	
Advertising	
Samples	

SECTION TOTAL

## SHIPPING + TRANSPORTATION

Shipping To/From Show	
Drayage	
Shipping Crate	

SECTION TOTAL

Now, tally up the SECTION TOTALS from both pages to get a "big picture" view of your budget.

$$\underline{\hspace{10em}} - \underline{\hspace{10em}} = \boxed{\hspace{10em}}$$

ALL COMBINED SECTION TOTALS      ORIGINAL TARGET BUDGET      OVERAGE/SAVINGS

