

Budgeting

Exhibiting involves many different expenditures. Because of the numerous components involved, it is easy to overlook an area and have unexpected expenses.

The following is a budgeting guideline:

Stand Space	20-30%
Display Stand	40-60%
Show Services	5-15 %
Marketing and Promotions	5-10%
Other	5-10 %

Budgeting Checklist

Fill in your estimated costs in each checklist item to gain your subtotal for each section.

<i>Budget Item</i>	<i>Estimated Cost</i>	<i>Totals</i>
1. Space	_____	_____
2. Display Stand		
• Design & construction	_____	_____
• Graphics	_____	_____
• Refurbishing	_____	_____
• Products for display	_____	_____
• Literature holders	_____	_____
• Tool kit	_____	_____
• Lighting fixtures	_____	_____
• Tables	_____	_____
• Chairs	_____	_____
• Rubbish bins	_____	_____
• Floral arrangements	_____	_____
• Audiovisual equipment	_____	_____
Sub-Total	_____	_____

3. Show Services

- Set- up and breakdown _____
- Electricity _____
- Telephone/fax _____
- Cleaning _____
- Photography _____
- Security _____
- Overnight services _____
- Shipping _____
- Storage _____
- Insurance _____

Sub-Total

4. Advertising and Promotion

- Pre-show promotion _____
- Onsite promotion _____
- Post-show promotion _____
- Direct mail _____
- Public relations activities _____
- Premium incentives _____
- Special show literature _____
- Telemarketing activity _____

Sub-Total

5. Other

- Travel expenses _____
- Hotel accommodation _____
- Subsistence _____
- Uniform _____
- Guest entertainment _____
- Receptions _____
- Sales meetings _____
- Speaker meetings _____
- Presenters/live talent _____
- Training expenses _____
- Meeting room _____
- Food/drink _____
- Gifts _____
- Other _____
- ----- _____
- ----- _____

Sub-Total

Grand Total
