

Tradeshow Budget Worksheet

Tradeshow: _____

City: _____ Location: _____

Dates: _____ Booth Numbers: _____ Size: _____ x _____

Initial planning, research cost	_____
Supplier selection, travel	_____
Plans total	_____
Exhibit design, concepts	_____
Exhibit construction, inspections	_____
Storage, packing, shipping	_____
Return shipping, drayage	_____
Exhibit total	_____
Supplies, badges, uniforms	_____
Literature; promotional material	_____
Cost of products, samples	_____
Materials total	_____
Advertising, public relations	_____
Personnel: transportation, lodging,	_____
Meals, out-of-pocket expenses	_____
Models, demonstrators	_____
Staff time charged to show	_____
Overhead total	_____
Rentals, services; telephone, electric,	_____
Furniture, fixtures	_____
Hospitality room; entertainment	_____
Dismantling, refurbishing	_____
Evaluation, measuring	_____
Miscellaneous total	_____
Grand total	_____