

Build Your Budget

(Trade Show U Session #3)

To determine the overall budget for your event, take the baseline budget you've set for each of your event goals, then factor in additional expenses, such as travel, the cost of your display, freight, marketing, and so on.

Expense	Budget	Actual Cost	Variance
Baseline budget*			
Display-Related			
Accessories (ex: signage, lighting)			
Graphic design			
Graphics			
Hardware			
Maintenance			
Storage			
Marketing			
Pre-show			
In-show			
Post-show			
Shipping			
Freight			
Insurance			
Show-Related			
A/V			
Booth cleaning			
Booth space			
Drayage			

Flooring			
Internet			
Labor			
Lead retrieval			
Registration			
Rentals			
Utilities (ex: electricity, water)			
Travel			
Airfare			
Lodging			
Meals			
Out-of-pocket			
Transportation			
Miscellaneous			
<i>* See Objectives & Goals Worksheet</i>		Trade Show Budget:	