

# ExhibiTips™

## BUDGETING

An important part of the planning process is establishing a realistic budget. Exhibiting involves many different expenditures. Because of the numerous components involved, it is easy to overlook an area and have unexpected expenses.

A budgeting guideline:

Space	24%
Booth expenses (including furnishings & equipment)	33%
Show services (including utilities)	22%
Transportation	13%
Advertising, promotional & special activities	4%
Personnel (including travel, hotel & expenses)	4%

*(Source: Trade Show Bureau Research Report on Cost Analysis, #2060)*

The following checklist will help you keep a more accurate account of your expenses.

### Budgeting Checklist

	Estimated Cost	Actual Cost
<b>1. Space</b>		
<input type="checkbox"/> Booth	\$ _____	\$ _____
<input type="checkbox"/> Hotel suite	\$ _____	\$ _____
<b>2. Exhibit Display</b>		
<input type="checkbox"/> Design & construction	\$ _____	\$ _____
<input type="checkbox"/> Graphics	\$ _____	\$ _____
<input type="checkbox"/> Refurbishing	\$ _____	\$ _____
<input type="checkbox"/> Products for display	\$ _____	\$ _____
<input type="checkbox"/> Booth rental	\$ _____	\$ _____
<input type="checkbox"/> Used booth purchase	\$ _____	\$ _____
<input type="checkbox"/> Literature holders	\$ _____	\$ _____
<input type="checkbox"/> Easels	\$ _____	\$ _____
<input type="checkbox"/> Tool kit	\$ _____	\$ _____
<input type="checkbox"/> Lighting fixtures	\$ _____	\$ _____
<b>3. Furnishing the Booth</b>		
<input type="checkbox"/> Tables	\$ _____	\$ _____
<input type="checkbox"/> Chairs	\$ _____	\$ _____
<input type="checkbox"/> Ashtrays	\$ _____	\$ _____
<input type="checkbox"/> Garbage cans	\$ _____	\$ _____
<input type="checkbox"/> Carpeting	\$ _____	\$ _____
<input type="checkbox"/> Floral arrangements	\$ _____	\$ _____
<input type="checkbox"/> Computer rental	\$ _____	\$ _____
<input type="checkbox"/> Imprinter rental	\$ _____	\$ _____
<input type="checkbox"/> Audiovisual equipment rental	\$ _____	\$ _____

<b>4. Show Services</b>			
<input type="checkbox"/> Set-up/tear-down labor	\$ _____	\$ _____	
<input type="checkbox"/> Electricity	\$ _____	\$ _____	
<input type="checkbox"/> Water, gas, air	\$ _____	\$ _____	
<input type="checkbox"/> Telephone, fax	\$ _____	\$ _____	
<input type="checkbox"/> Booth cleaning	\$ _____	\$ _____	
<input type="checkbox"/> Photography	\$ _____	\$ _____	
<input type="checkbox"/> Security	\$ _____	\$ _____	
<input type="checkbox"/> Overnight services	\$ _____	\$ _____	
<b>5. Shipping and Storage</b>			
<input type="checkbox"/> Freight	\$ _____	\$ _____	
<input type="checkbox"/> Drayage	\$ _____	\$ _____	
<input type="checkbox"/> Exhibit storage	\$ _____	\$ _____	
<input type="checkbox"/> Insurance	\$ _____	\$ _____	
<b>6. Advertising and Promotion</b>			
<input type="checkbox"/> Pre-show promotion	\$ _____	\$ _____	
<input type="checkbox"/> On-site promotion	\$ _____	\$ _____	
<input type="checkbox"/> Post-show promotion	\$ _____	\$ _____	
<input type="checkbox"/> Direct mail	\$ _____	\$ _____	
<input type="checkbox"/> Public relations activities	\$ _____	\$ _____	
<input type="checkbox"/> Premiums	\$ _____	\$ _____	
<input type="checkbox"/> Special show literature	\$ _____	\$ _____	
<input type="checkbox"/> Telemarketing activity	\$ _____	\$ _____	
<b>7. Personnel</b>			
<input type="checkbox"/> Travel expenses	\$ _____	\$ _____	
<input type="checkbox"/> Hotel accommodations	\$ _____	\$ _____	
<input type="checkbox"/> Show registrations	\$ _____	\$ _____	
<input type="checkbox"/> Meals	\$ _____	\$ _____	
<input type="checkbox"/> Out-of-pocket expenses	\$ _____	\$ _____	
<input type="checkbox"/> Special uniforms	\$ _____	\$ _____	
<b>8. Special Activities</b>			
<input type="checkbox"/> Guest entertainment	\$ _____	\$ _____	
<input type="checkbox"/> Receptions	\$ _____	\$ _____	
<input type="checkbox"/> Sales meetings	\$ _____	\$ _____	
<input type="checkbox"/> Speaker expenses	\$ _____	\$ _____	
<input type="checkbox"/> Presenters/live talent	\$ _____	\$ _____	
<input type="checkbox"/> Training expenses	\$ _____	\$ _____	
<b>9. Hospitality</b>			
<input type="checkbox"/> Meeting room	\$ _____	\$ _____	
<input type="checkbox"/> Food/drink	\$ _____	\$ _____	
<input type="checkbox"/> Gifts	\$ _____	\$ _____	
<input type="checkbox"/> Audio/visual equipment rental	\$ _____	\$ _____	
<b>10. Other</b>			
<input type="checkbox"/> _____	\$ _____	\$ _____	
<input type="checkbox"/> _____	\$ _____	\$ _____	
<input type="checkbox"/> _____	\$ _____	\$ _____	
<input type="checkbox"/> _____	\$ _____	\$ _____	
<b>Total Show Budget</b>	\$ _____	\$ _____	