

Trade Show Budget Template

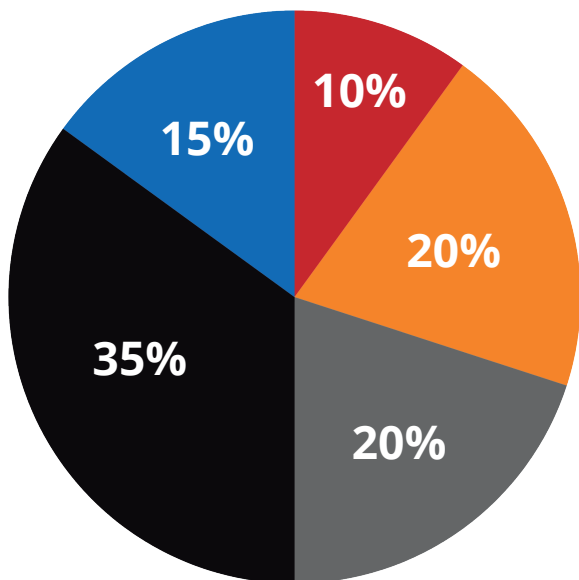
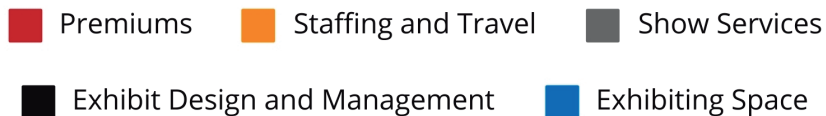
Event Name: _____

Event Date(s): _____

Event Location: _____

Standard Recommended Budget

This standard budget shows you what a typical trade show budget tends to look like, giving you a starting place that can be adjusted according to your needs.



Factors that Could Impact Your Budget

Take the time to consider whether these or any other factors will impact your budget so you can make any necessary adjustments.

- Is there a specific booth size you want to get?
- Will your booth be customized or more complex than normal?
- Is the show close enough to reduce or eliminate staff travel or lodging?
- What are your needs for your premiums? Do they require more or less budget?
- Are you transporting any large objects that will increase your material handling costs?
- Do you need a stronger Internet connection than what is typically offered at trade shows?
Will you need to use a localized demo server to reduce your reliance on having a strong connection?
- Are there any other factors that you anticipate affecting your budget?

Your Adjusted Budget

Identify your target budget (the amount you're hoping to spend) and your maximum budget (the most you're willing to spend). Fill in the percentages for each of the different budget categories, adjusted as needed from our standard recommendations. Check to make sure these percentages add up to 100%. If you know the cost for any of these budget categories already, you should add them here and use them to calculate the estimated cost for each other category based on the percentages you've outlined.

For example, if you know the costs of your booth location, exhibiting fees, and anything else associated with your exhibiting space and you know what percentage of your budget is allocated to exhibiting space, you can calculate your budget for the rest of these categories and see how it compares to your target and maximum budgets. If you exceed your maximum budget, determine where you can cut costs.

Target Budget: _____

Maximum Budget: _____

Exhibiting Space: _____

Exhibit Design and Management: _____

Show Services: _____

Premiums: _____

Staffing and Travel: _____