

Trade Show Budget Planning Worksheet

Cost Description	Budget Allocated	Actual Spend	Cost Description	Budget Allocated	Actual Spend
Space Rental			Promotion		
Booth space	\$	\$	Graphic Production	\$	\$
Meeting-room space	\$	\$	Video / Interactive Media Production	\$	\$
Subtotal:	\$	\$	Photography / Videography	\$	\$
Exhibit Booth			Pre-Show Marketing: Social Media Ads/Campaign; Mailing		
Booth Design/Rental/Purchase	\$	\$	Onsite Interactive Marketing	\$	\$
Audiovisual	\$	\$	Sponsorships	\$	\$
Graphic Production	\$	\$	Directory Advertisements	\$	\$
Crates and Packing	\$	\$	Incentives/premiums	\$	\$
Furnishings	\$	\$	Influencer: Includes Hotel & Travel	\$	\$
Storage	\$	\$	Press kits/materials	\$	\$
Misc. Add-Ons	\$	\$	Prizes/Giveaways	\$	\$
Subtotal:	\$	\$	Onsite Promotional Billboards	\$	\$
Transportation			Misc. Promotional Costs		
Shipping	\$	\$	Subtotal:	\$	\$
Customs/Export/Imports	\$	\$	Ancillary Events		
Drayage	\$	\$	Hospitality	\$	\$
Misc. Transportation Costs	\$	\$	Entertainment	\$	\$
Subtotal:	\$	\$	Event Invitees	\$	\$
Show Services			Press conference/reception		
Electrical	\$	\$	Misc. Event Costs	\$	\$
Catering Services	\$	\$	Subtotal:	\$	\$
Bar Services	\$	\$	Booth Staff		
Installation and Dismantle (I&D)	\$	\$	Per Diem Allowance	\$	\$
Plumbing	\$	\$	Staff training	\$	\$
Cleaning	\$	\$	Special attire for booth staffers	\$	\$
Rigging	\$	\$	Transportation	\$	\$
Lead-retrieval system rental			Hotel	\$	\$
Security	\$	\$	Staff Training	\$	\$
Florist	\$	\$	Food/entertainment	\$	\$
WiFi	\$	\$	Misc. Booth Staff Expenses	\$	\$
Misc. Show Services Costs	\$	\$	Subtotal:	\$	\$
Subtotal:	\$	\$	TOTAL EXHIBIT COST		
				\$	\$

**To learn more about all we can do to help you,
email us at info@divinitasnow.com or call 407.601.4606**