



Budget Planning Worksheet

Cost Description	Budget Allocated	Actual Spend
Space Rental		
Booth space	\$	\$
Meeting room space	\$	\$
Subtotal:	\$	\$
Exhibit Booth		
Booth Design/Rental/Purchase	\$	\$
Audiovisual	\$	\$
Graphic Production	\$	\$
Crates and Packing	\$	\$
Booth Accessories	\$	\$
Storage	\$	\$
Subtotal:	\$	\$
Transportation		
Shipping/Logistics	\$	\$
Customs/Export/Imports	\$	\$
Misc. Transportation Costs	\$	\$
Subtotal:	\$	\$
Show Services		
Floor Covering(s)	\$	\$
Furnishings	\$	\$
Electrical	\$	\$
Rigging/Hanging Sign	\$	\$
Material Handling	\$	\$
Labor/Install/Dismantle	\$	\$
Plumbing	\$	\$
Cleaning	\$	\$
Lead Retrieval	\$	\$
Security	\$	\$
Florist	\$	\$
Internet Services	\$	\$
Catering Services	\$	\$
Misc.	\$	\$
Subtotal:	\$	\$

Cost Description	Budget Allocated	Actual Spend
Promotion		
Graphic Production	\$	\$
Video / Interactive Media Production	\$	\$
Photography / Videography	\$	\$
Pre-Show Marketing: Social Media Ads/Campaign; Mailing	\$	\$
Onsite Interactive Marketing	\$	\$
Sponsorships	\$	\$
Directory Advertisements	\$	\$
Incentives/premiums	\$	\$
Influencer: Includes Hotel & Travel-Activations	\$	\$
Press kits/materials	\$	\$
Prizes/Giveaways	\$	\$
Promotions	\$	\$
Misc. Promotional Costs	\$	\$
Subtotal:	\$	\$
Ancillary Events		
Hospitality	\$	\$
Entertainment	\$	\$
Event Invitees	\$	\$
Press conference/reception	\$	\$
Misc. Event Costs	\$	\$
Subtotal:	\$	\$
Booth Staff		
Per Diem Allowance	\$	\$
Staff training	\$	\$
Special attire for booth staffers	\$	\$
Transportation	\$	\$
Hotel	\$	\$
Staff Training	\$	\$
Food/entertainment	\$	\$
Misc. Booth Staff Expenses	\$	\$
Subtotal:	\$	\$
TOTAL EXHIBIT COST		
	\$	\$