

Use this worksheet to project the variety of expenses that you may incur in connection with a trade show or convention

Trade Show / Event Budget

[Event Name]

Professional Fees		Qty	Rate	Extension
Senior level consultant	PR Firm	1	\$ 200.00	\$ 200
Junior level consultant	PR Firm	1	\$ 100.00	\$ 100
Other	Consultant	1	\$ 100.00	\$ 100
Total Professional Fees				\$ 400
Booth				
Booth Acquisition		1	\$ 2,000.00	\$ 2,000
Booth Graphics		3	\$ 500.00	\$ 1,500
Booth Space Rental	10 x 10 min floor	1	\$ 600.00	\$ 600
Booth Carpet				\$ -
Booth Prep				\$ -
Electricity				\$ -
Envelopes				\$ -
Gratuities				\$ -
Incidentals				\$ -
Internet connection				\$ -
Lights	Halogen Spots			\$ -
Meals with reporters				\$ -
Order Forms				\$ -
Phone and FAX				\$ -
Postage				\$ -
Posters				\$ -
Press kit covers				\$ -
Printing				\$ -
Shipping / Delivery				\$ -
Show registration fees				\$ -
Stationery				\$ -
Stickers				\$ -
Total Booth Investment				\$ 4,100
Travel & Accomodations				
Air Travel		6	\$ 235.00	\$ 1,410
Cleaning		1	\$ 250.00	\$ 250
Entertainment				\$ -
Food	Breakfast & Lunch	6	\$ 20.00	\$ 120
Gratuities				\$ -
Internet Connection	3 people x 4 days	12	\$ 10.00	\$ 120
Hotel Room	Hilton	4	\$ 295.00	\$ 1,180
Taxi / Lyft / Uber Fares				\$ -
Total Travel & Accomodations Investment				\$ 3,080
Party				
Beverages				\$ -
Clean up fee				\$ -
Entertainment				\$ -
Food				\$ -
Invitations				\$ -
Room rental	Tue/Wed/Thu	3	\$ 500.00	\$ 1,500
Transportation	Send limo for reporters			\$ -
Total Party Investment				\$ 1,500
Press Conference				
Beverages				\$ -
Equipment rental/delivery				\$ -
Food				\$ -
Room rental		1	\$ 150.00	\$ 150
Slide show/presentation materials				\$ -
Total Press Conference Investment				\$ 150
Total Trade Show Investment Budget				\$ 9,230

Approved _____ Date: _____
[name]