

APPENDIX F: BUDGET FRAMEWORK FOR TRADE SHOWS

BUDGET FRAMEWORK FOR TRADE SHOW PARTICIPATION	COST	SUBTOTAL
1. SPACE RENTAL	\$	\$
2. BOOTH DESIGN CONSTRUCTION		
A) BOOTH		
a. Designer's fees		
b. Booth building/erection including material, labor, transportation, dismantling, etc.		
<i>SUBTOTAL</i>		\$
B) BOOTH FITTINGS		
a. Rental display units ie: racks, furniture, tables		
b. Carpeting/wall covering		
c. Sampling equipment		
d. Electrical fittings		
e. Refrigeration		
f. Video recorder/TV		
g. Telephone installation		
h. Catering (cups, glasses, etc.)		
i. Waste containers		
j. Storage units		
k. Water supply, sink etc.		
l. Potted plants.		
<i>SUBTOTAL</i>		\$
3. PROMOTION		
A) PRE-FAIR		
a. Product/company brochures ie: design, printing and translation		
b. Mailing list purchases		
c. Direct mail, promotion		
d. Press releases		
e. Advertising (local/trade/press)		
f. Reception room rental		
g. Entrance tickets for buyers		
<i>SUBTOTAL</i>		\$
B) TRADE SHOW ACTIVITIES		
a. Booth hospitality		
b. Booth photography		
c. Video services, VCR/TV rental, film and processing services		
d. Reception -- room rental and catering		

BUDGET FRAMEWORK FOR TRADE SHOW PARTICIPATION	COST	SUBTOTAL
e. Insurance		
f. Return freight		
g. Free gifts/samples, etc.		
<i>SUBTOTAL</i>		\$
4. SHIPPING AND CUSTOMS		
a. Packing and transportation to show site		
b. Storage at port of entry/site of show		
c. Customs brokerage charges		
d. Customs clearance charges		
e. Insurance		
f. Return freight		
<i>SUBTOTAL</i>		\$
5. PERSONNEL COSTS		
a. Pre Show Visit To Finalize Arrangements With Organizers		
- Airfare, accommodations and meals		
b. Attendance At Trade Show		
- Airfare, accommodations and meals		
c. Hostesses		
d. Local transport		
<i>SUBTOTAL</i>		\$
<i>TOTAL</i>		\$
Contingencies		
<i>GRAND TOTAL</i>		\$