

Exhibiting involves many different expenditures. Because of the numerous components involved, it is easy to overlook an area and have unexpected expenses. Use this checklist to manage your estimated exhibition costs.



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The following is budgeting guidelines:
 Stand Space: 20-30%
 Display Space: 40-60%
 Show Services: 5-15%
 Marketing & Promotions: 5-10%
 Other: 5-10%

1. Space

2. Display Space

- Design & Construction
- Graphics
- Refurbishing
- Products for Display
- Literature Holders
- Tool Kit
- Lighting Fixtures
- Tables
- Chairs
- Rubbish Bins
- Floral Arrangements
- Audio-visual Equipment

3. Show Services

- Set-up & Breakdown
- Electricity
- Telephone/Fax
- Cleaning
- Photograph
- Security
- Overnight Services
- Shipping
- Storage
- Insurance

4. Advertising & Promotion

- Pre-show Promotion
- On site Promotion
- Post-show Promotion
- Direct Mail
- Public Relations Activities
- Premium Incentives
- Special Show Literature
- Telemarketing Activity

5. Other

- Travel Expenses
- Hotel Accommodations
- Subsistence
- Uniform
- Guest Entertainment
- Receptions
- Sales Meetings
- Speaker Meetings
- Presenters/Live Talent
- Training Expenses
- Meeting Room
- Food/Drink
- Gifts
- Other

Total:



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6 - 12 Months In Advance

- Plan Budget
- Select Show
- Book Space

4 Months

- Determine show objectives and investigate and evaluate show audience.
- Create a marketing message.
- Obtain Exhibitor Manual and read carefully.
- Source your exhibition display structure.

3 Months

- Establish work schedule.
- Make travel plans / book hotel rooms.
- Set-up any needed outside suppliers.
- Plan printed materials.

6 - 8 Weeks

- Check on production of display material.
- Order product samples, literature etc, from within your company.
- Confirm pre-event advertising and press releases.
- Order necessary show services.

3 - 4 Weeks

- Write and mail customer invitation letters and finalize VIP guest events.
- Confirm shipping information and provide to suppliers.
- Prepare training materials for staff at show.

1 - 2 Weeks

- Collect supplies, tickets, and service orders sent to show in advance.
- Bring credit cards for payment on site.

At Show Before Opening

- Travel to site; pick up badges.
- Confirm arrival of display, equipment, literature and supervise set-up.
- Conduct pre-show briefing and outline goals to staff manning the stand.

