



EXHIBITOR BUDGET

Exhibiting at shows and exhibitions is the most cost-effective means of bringing products to market, meeting key buyers from around the world

To assist you in planning your Show experience ESCA is pleased to provide you with this budget worksheet.

I. EXHIBIT DESIGN & PRODUCTION

Graphics _____
New Production & Design _____
Preparation & Refurbishing of Existing Exhibit _____
Rental of Exhibit _____
Total _____

II. EXHIBIT SPACE RENTAL

Exhibit Space Cost _____
Premium for Island Exhibit (open on four aisles) _____
Corner charges _____
Total _____

III. FREIGHT/TRANSPORTATION

Air Freight _____
Common Carrier _____
Overnight, e.g. FedEx, UPS _____
Van Line _____
Total _____

IV. SHOW SERVICES

Access Storage _____
Audio/Visual Equipment _____
Booth Cleaning _____
Carpet _____
Catering _____

(over)

IV. SHOW SERVICES (CONTINUED)

Computer Rental _____
Detailing _____
Electrical Outlets _____
Electrical Labor - (Per Hour) _____
Floral _____
Furniture _____
Installation & Dismantle of Exhibit _____
Internet Access _____
Lead Retrieval Equipment _____
Material Handling: Booth Freight - Warehouse to the Exhibit Space _____
Material Handling (Dryage): Booth Freight - Freight Dock
at Center Delivery to the Exhibit Space _____
Models/Hostesses _____
Photography _____
Security _____
Telephone _____
Total _____

V. EXHIBIT RELATED EXPENSES

Buyer List Purchase _____
Entertainment _____
Lodging _____
On-Site Marketing _____
Per Diems _____
Premiums/Giveaways _____
Pre-Show Advertising _____
Pre-Show Marketing _____
Registration (above allotment) _____
Sponsorships _____
Staff Training _____
Staff Uniforms _____
Travel _____
Total _____
Miscellaneous _____
Grand Total _____