

ANNUAL EXPO PARTICIPATION BUDGET

Trade Show and Expo Expenses Planning Template

Event Name: _____

Fiscal Year: _____

Location / Venue: _____

Event Date: _____

Prepared By: _____

Department: _____

TOTAL BUDGET ALLOCATED
TOTAL ESTIMATED COST
TOTAL ACTUAL COST
TOTAL VARIANCE

EXPENSE CATEGORY & ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES / DETAILS
1. Space Rental & Registration				
Booth Space Rental / Fee				
Event Registration / Passes				
Electrical, Wi-Fi & Utilities				
Insurance				
2. Booth Design, Construction & Logistics				

EXPENSE CATEGORY & ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES / DETAILS
Booth Design & Graphic Production				
Furniture & Equipment Rental				
AV Equipment Rental				
Shipping, Freight & Drayage				
Setup & Dismantle Labor				
3. Marketing, Promotion & Collateral				
Printed Materials (Brochures, Flyers)				
Promotional Giveaways / Swag				
Sponsorships & Advertising				
Pre-Show Marketing Campaigns				
4. Travel, Accommodation & Staffing				
Flights & Transport				
Hotel Accommodations				
Meals & Entertainment				
On-site Staff / Hostesses				
5. Miscellaneous Expenses				
Lead Retrieval Devices				

EXPENSE CATEGORY & ITEM	ESTIMATED COST	ACTUAL COST	VARIANCE	NOTES / DETAILS
Contingency / Other				
Total Expenses				
Prepared By (Signature / Date)				
Approved By (Signature / Date)				