

TRADE SHOW MARKETING EXPENSE LEDGER

Comprehensive Event Budgeting & Actual Expenditure Tracking

Event Name

Event Date

Location/Venue

Ledger Owner

TOTAL ALLOCATED BUDGET

TOTAL ACTUAL SPEND

NET VARIANCE

% OF BUDGET USED

Expense Item	Vendor / Provider	Invoice Date	Budgeted Cost	Actual Cost	Variance (+/-)	Status
Booth Space / Floor Rental						
Electrical & Power Supply Connection						
Wi-Fi / Dedicated Internet Line						
Booth Cleaning & Waste Services						
Material Handling / Drayage (On-site)						
Section 1 Subtotal						

Expense Item	Vendor / Provider	Invoice Date	Budgeted Cost	Actual Cost	Variance (+/-)	Status
Booth Architecture & Graphic Design						
Display Fabrication / Hardware Purchase						
AV Equipment Rental (Monitors, Sound, Lighting)						
Furniture Rental (Tables, Chairs, Counters)						

Expense Item	Vendor / Provider	Invoice Date	Budgeted Cost	Actual Cost	Variance (+/-)	Status
On-site Install & Dismantle (I&D) Labor						
Section 2 Subtotal						

Expense Item	Vendor / Provider	Invoice Date	Budgeted Cost	Actual Cost	Variance (+/-)	Status
Print Collateral (Brochures, Flyers, Business Cards)						
Promotional Giveaways / Branded Merchandise						
Show Guide & Directory Advertisements						
Event Sponsorships (Keynote, Banners, Lanyards)						
Pre-Show Digital Advertising (Social, Email, PPC)						
Section 3 Subtotal						

Expense Item	Vendor / Provider	Invoice Date	Budgeted Cost	Actual Cost	Variance (+/-)	Status
Freight Shipping (Round-trip Transport of Booth)						
Staff Flights & Ground Transportation						
Staff Lodging / Hotel Accommodations						
Staff Meals & Per Diem Allowances						
Client Entertainment / Dinners / Networking Events						
Section 4 Subtotal						

GRAND TOTAL EXPENDITURES			Budgeted	Actual	Net Variance	% Used
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All Ledger Categories Combined

ACCOUNTING & RECONCILIATION NOTES

Prepared By (Marketing Event Manager)

Approved By (Financial Controller / CMO)