

Trade Show Budget Planning Worksheet

Event Name

Enter event name

Event Date(s)

MM/DD/YYYY - MM/DD/YYYY

Location

City, Venue

1. Booth Expenses

Description	Estimated Cost	Actual Cost	Notes
Booth Space Rental			
Booth Design & Construction			
Furnishings & Equipment			
Utilities (Electricity, Internet, etc.)			

2. Marketing & Promotion

Description	Estimated Cost	Actual Cost	Notes
Promotional Materials (Flyers, Brochures, etc.)			
Giveaways & Swag			
Advertising (Online, Print, etc.)			
Pre-show Campaigns			

3. Travel & Accommodation

Description	Estimated Cost	Actual Cost	Notes
Flights / Transportation			
Hotel / Accommodation			
Meals			
Local Transport / Parking			

4. Staffing & Miscellaneous

Description	Estimated Cost	Actual Cost	Notes
Staff Wages / Overtime			
Training / Briefing			
Insurance			
Contingency / Other			

Total Estimated Cost

Total Actual Cost

Additional Notes

Type notes or reminders here...