

Event Marketing Expenditure Sample

Event Details

Event Name	Annual Tech Expo 2024
Date	15 September 2024
Location	Downtown Convention Center

Marketing Expenditure Breakdown

Activity	Estimated Cost
Social Media Advertising	\$2,000
Email Campaigns	\$800
Print Materials (Posters, Flyers)	\$600
Influencer Partnerships	\$1,200
Press Release Distribution	\$400
On-site Signage	\$500
Other	\$300
Total	\$5,800

Note: This sample budget provides an overview of typical marketing costs for a mid-sized event. Actual expenditures may vary depending on specific marketing channels and event scale.