

# 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.