BUILD YOUR BUDGET

Trade Show U Session #3

Objectives & Goals

Objectives

What are your primary objectives for this event?

- ❑ Build brand awareness
- ❑ Find new sales leads
- ❑ Conduct market research
- ❑ Product demonstrations
- ❑ Enter a new market
- ❑ Upsell to existing customers

Goals

Once you've determined your goals for a show, then you'll need to assign a value to each of those goals. To value a goal, you'll want to determine how often a prospect becomes your customer once they reach that goal.

Example

Goal: Capture 300 new sales leads

Your sales team closes 15% of the new sales leads generated from trade shows. Your average net profit from each of your customers' transactions equals $200. The value of your goal – capturing new sales leads – would equal $30, or 15% of $200.

Once you've assigned a value to your goal, then you'll need to figure out your budget for that goal. Let's return to our example.

Goal: Capture 300 new sales leads

300	x	$30	=	$9000
# of targets		value of goal		budget for goal

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Objectives & Goals

My Objectives

My objectives for this event are:

_____

_____

_____

_____

My Goals

Goal	# of Targets	Value	Budget
		Baseline Budget	

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To determine the overall budget for your event, take the baseline budget you've set for each of your event goals, then factor in additional expenses, such as travel, the cost of your display, freight, marketing, and so on.

Expense	Budget	Actual Cost	Variance
Baseline Budget*			

Display Related

Accessories (ex. signage, lighting)			
Graphic Design			
Graphics			
Hardware			
Maintenance			
Storage			

Marketing

Pre-show			
In-show			
Post-show			

Shipping

Freight			
Insurance			

Show-Related

A/V			
Booth Cleaning			
Booth Space			
Drayage			

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Flooring			
Internet			
Labor			
Lead Retrieval			
Registration			
Rentals			
Utilities (ex. electricity, water)			

Travel

Airfare			
Lodging			
Meals			
Out-of-pocket			
Transportation			

Miscellaneous

* See Objectives & Goals Worksheet

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Booth Planning Worksheet

Overall display budget: _____

Primary Booth Objectives

❑ Interactive workstation   ❑ Meeting area

❑ Product display   ❑ Visual backdrop

Target shipping weight: _____

Target size: _____

Estimated maintenance costs: _____

Estimated storage costs: _____

Future reconfiguration needs (circle one)?   Yes   No

If yes, list:

_____

_____

_____

_____

Graphics needs:

_____

_____

_____

_____