

Planning and Executing Pre-Show Logistics (Cont.)**How Much Does It Really Cost? (Cont.)****Line Items on a Sample Budget**

	Estimated	Actual
▶ Booth		
Space Rental		
Amortized Booth Purchase (or)		
Booth Rental		
▶ Shipping and Storage		
▶ Support Services		
Equipment Rental		
Drayage		
Carpet Rental		
Security Guard		
Labor-Floor		
Labor-Electrics		
Electric Connection		
Cleaning		
Accessories (wastebaskets, etc.)		
Plants		
Registration Supplies		
Telephone Connection		
Audio/Visuals		
▶ Travel/Hospitality		
Air Fares, ____ # ____ x \$ ____		
Hotel rooms, ____ # ____ x \$ ____		
Hospitality Suite		
Hospitality Function Catering		
Miscellaneous Travel/Entertainment Expenses		
Ground Expenses (based on daily allowance)		
▶ Promotion/Advertising		
Literature		
Hospitality Invitations		
Giveaways		
Mailings-Production and Postage		
Show-Daily Advertisement		
▶ Miscellaneous		