

Planning and Executing Pre-Show Logistics (Cont.)

How Much Does It Really Cost? (Cont.)

We will provide you with a sample trade show budget; but first, here are some guidelines to help you estimate the proper costs, adjusted to your particular circumstances:

Space Rental

The range is \$13-35 per square foot with large technical shows at the top of the range.

Exhibit Transportation

When shipping interstate, the cost depends on the distance, the cubic measurements, the weight and the size of the total shipment. When shipping locally, the cost may be based on time only.

Drayage

The cost per 100 lbs. ranges from \$17-44 with the average at about \$35 with a minimum charge for every delivery no matter how small. The delivery of just one small item such as a letter will be charged an excessive minimum charge. Exhibit storage before the exposition carries an additional charge. Most service contractors impose a surcharge for uncrated shipments ranging from 15 to 70 percent. Target just one shipment and consolidate as much as possible.

Samples, Sales Literature and Advertising Specialties

These are items that may or may not come from the exhibit budget, but they are a cost to the company overall. Consider producing a piece of literature or flyer for the show, rather than using expensive and cumbersome sales literature. Or, distribute no literature at all. As for samples and giveaways, look at your original show objectives. What is the total anticipated audience? What percentage of that total do you expect to attract to your booth?

Personnel Travel

This should be relatively easy to estimate. Hotel prices are readily available. Add a food allowance, ground transportation, telephone expenses, etc. Air fares can be obtained from your travel agent. Sometimes, for large shows, special air fares are available.

Personnel Time

Your company may require you to include personnel time in the show budget. Estimate the average annual compensation for the employees who will work the booth. Add a percentage to cover benefits and office support. Many companies figure about another 25 to 40 percent. Dividing that figure by 220, the average number of work days in a year yields the daily cost per person per day.