

8.1 Budget Planner

ITEM		Budget	Actual	Variance
1. Exhibit Space				
	Exhibition Space			
2. Display Stand/Scheme				
	Design & build			
	Banners/Signage/Name Board			
	Fit-out			
	Lighting & Power			
4. Freight Transportation				
	Shipping			
	Storage			
	Insurance			
5. Required Services				
	Audio Visual			
	Cleaning			
	Electrical			
	Furniture Hire			
	Photography			
	Rigging			
	Security			
	Staffing			
	Stand Tracker			
	Tag & Testing			
	Telephone/Fax			
	Utilities (water,waste, air, gas)			
	Other			
6. Marketing				
	Pre-show promotion			
	Pre-show direct mail			
	Public relations			
	Advertisements			
	Show Collateral			
	Promotions			
	Post-show telemarketing			
	Post-show follow-up/ staff			
	Sponsorship			
7. Personnel Costs				
	Travel			
	Accommodation			
	Meals & out-of-pocket			
8. Miscellaneous				
	Miscellaneous Item			
	Miscellaneous Item			
TOTAL EXHIBITION COST				

An editable version of this form is available for download from
www.fullfrontalexpo.com/exhibitor (use password: FFTSE)