

Title:

Creating A Trade Show Budget

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Summary:

Setting up a display at a trade show is expensive business. You have to rent the space, create

Start planning well ahead. You already know this, right? Keep yourself as organized as possible

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Article Body:

Setting up a display at a trade show is expensive business. You have to rent the space, create

Start planning well ahead. You already know this, right? Keep yourself as organized as possible

Even before you decide to go into a show or two, you should have a hard look at the costs and

****How to Start your Trade Show Budget Planning****

The normal starting point for your campaign is the trade show budget. If you work from a budget

First, ask yourself some BIG questions:

Question 1. Do I really believe I can recover my costs within a short enough period of time to

Answer 1. Like most promotion and advertising, until you've done it, you have little idea how

Question 2. Do I have any idea which trade shows are more likely to be "profitable".

Answer 2. There are trade show directories and reports that can tell you about industry-specific

Question 3. Are there obvious ways to enhance my "Conversion Rate" -- the number of attendees

Answer 3. Yes, of course. Having an attractive, eye-catching display is a good start. Getting

Ask yourself a few more questions like this to get yourself in the right frame of mind. Then y

****Let the Planning Begin - Selecting Appropriate Shows****

Begin by assembling the following information (and anything else that seems relevant as you go

Find a trade show directory for your industry (online is the best source), or check out the ma

Select the 10 most promising looking shows ' based on your "gut feeling" about their potential

Make a chart and list the five or six most relevant bits of information for each of your most

- Location
- Date
- Number of attendees
- Geographic area served
- Target market (who will be attending)

Calculate Your Costs for Each Show

Now add some columns to your chart where you can list the costs that are specific to each show

- Booth space cost
- Other space-related costs
- Travel costs to and from the show
- Things to rent or buy at the show (tables, power, etc.)
- Accommodation costs for booth staff
- Shipping costs for booth display(s) and materials
- Vehicle rentals required

****Campaign Costs when Entering a Number of Shows****

Now think about the actual "sales process" and make a list of what you will need in order to h

- Display booth design and production
- Product literature
- Hand outs
- Staff training
- Show promotion (free passes to clients, etc.)

If you estimate that your campaign costs will service 4 shows, then take these costs and add 2

Cost to to Attend Show = Specific Show Costs + pro-rated Campaign Costs

****Calculating Your Break Even Point****

Now that you have a fairly clear idea of your costs, it should be possible to arrive at an acco

For instance, let's say you calculate that your costs for Show A are \$3,000 (including a pro-r

In order to recover his \$3,000 he will have to get 6 sales (6 x \$500 Gross Profit on each sale

****Factors Affecting Conversion Rate****

What are his chances of getting 6 sales from a specific show?

Well that depends. If our photographer goes to a wedding show with 1000 warm and willing blush

But that also depends. A smaller show may have fewer exhibitors (less competition), will have

The same goes for much larger shows: more attendees (prospective sales), but higher costs, and

Once you have a feeling for the idea of "conversion rate" you can start to see how other facto

Every show and every product will have its "conversion rates", and the only way you can establ

It certainly wouldn't hurt to talk to friends and acquaintances who have trade show experie

****Putting it together...****

The only way you can arrive at hard conclusions is by trying. That will allow you to establish

And of course, once you do commit to a show or two, your focus has to immediately shift to hit

