



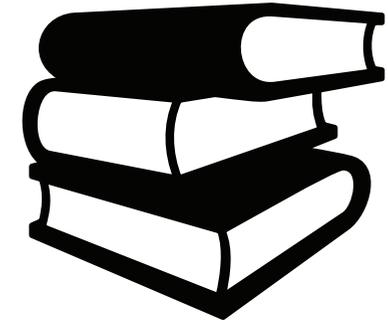
# The Essential Guide to Balancing the Books

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Revealed...

**Tips to Successful Budgeting** for an event

- Why budget?
- Who's in control?
- Getting the timing right
- Understanding your cost centres
- Handy budget checklist





## Why do you need to budget?

The objective of a trade show budget is to make sure that your costs do not run away with you - which is easy to do when you're caught up in the excitement of planning your stand.



Planning and monitoring your budget will help you identify wasteful expenditures, adapt quickly as your financial situation changes, and achieve your financial goals.



A carefully monitored budget means there are no nasty surprises, leaving you time and energy to focus on your customers.

## Are you setting your own budget?

If you're a small business, you may have almost complete control over what you spend on your presence at a show.

If you work for a large business, however, you might have been given a finite budget with less flexibility, even if the monetary value is higher.

**Believe it or not, the first situation is often more difficult to plan than the second.**

Even with control over your total trade show spending, it's important to understand how to apportion your budget and set yourself boundaries. Give yourself a limit to prevent an excellent opportunity becoming tainted by unnecessary or unaccountable costs.





## When is the best time?

**Without doubt the right time to start budgeting for an event is BEFORE you book your space!**

In a perfect world, the financial strategy begins before the show is booked. Asking yourself these four questions is a great start to making sure you are investing in an exciting and rewarding opportunity at the right time, in the right place and in front of the right audience.

**1.** How many of your widgets do you need to sell to achieve your desired goal and what timeframe have you allowed to sell that number of widgets? Can the business support the trade show expenditure for that given time?



**2.** Do you have the time and budget to promote your presence before the event, to make the most of getting your prospects to whichever show(s) you are taking space at?



**3.** Does your chosen show clash with any important events, staff holidays or planned absences of key team members that could mean drafting in extra resource?



**4.** Are you and your business ready for the exhibition floor? Do you have the resources (human and financial) to cope with the likely extra demand for your products or services after the show?



## What are your cost centres?



**Knowing the 3 main cost centres will help you track your budgeted and actual spend.**

### (1) Must spend

This breaks down into:

- Unavoidable Fixed costs** (pre-set, non-negotiable and generally relate to the services of one supplier).
- Unavoidable flexible costs** (relate to services you choose to use from a selection of suppliers eg leaflets, pop-up banners).



### (2) Choose to spend

**Discretionary costs**, these relate to the way you decide to participate at an exhibition, such as giveaways, refreshments, travel costs, branded clothing etc.



### (3) End up spending

Spend you didn't specifically plan for (**contingencies**) like the forgotten stationery box, car parking fines, underestimates on food and drinks, and last minute stand extras such as a vase of flowers.





# Budget checklist

## What to include:

### Stand fundamentals

- Stand space
- Stand design consultancy
- Graphic Design & Print
- Electrics & internet connections
- Shipping/transport/logistics

### Stand dressing

- Furniture
- Product samples
- Pop ups/pull ups
- Display racks
- Leaflets/brochures
- Promotional merchandise
- Technology - plasma screens, ipads, sound, lights
- Flowers
- Refreshments for visitors

### Cost

### Staff

- Hired staff for reception/promotion
- Uniforms/clothing
- Accommodation
- Travel: mileage, trains, planes, parking
- Meals & refreshments

### Cost

### Other

- Sponsorships
- On stand engagement /competition activations
- Contingency

### Cost



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