

BUDGETING

The first thing to do in any project is set a budget. This is especially true when exhibiting. Knowing what your limits are will help with every step of your exhibit planning. Should you rent a display or just decorate the existing space? What type and how much marketing should you do? These are easier to decide when you know what you can afford.

This section will give you some money-saving tips that will help you stretch your tradeshow dollar. In response to the popular question, "How much will my 10' x 10' exhibit really cost me?", we have included a blank budget sheet to help you establish your own budget.

Plan Ahead The first thing to do is read your Exhibitor Manual and plan ahead. This simple step will save you the most money. Ordering your decorations and utilities early can save you 30--40%. Ordering early also ensures that what you need to order will be in stock. Have a game plan of your booth requirements before you arrive on-site. This way you will order the right supplies, as well as enough supplies and the services you need. Waiting until the last minute not only adds more to the cost of the services ordered, but may also cause you to incur overtime charges. Planning ahead helps you save on other exhibit-related expenses including air travel, marketing materials and labor charges.

Read Your Manual

The 2004 INTERNATIONAL CES has created a number of manuals to help ensure your experience at the show is a successful one. The Promo Opps Kit contains promotional and sponsorship ideas and opportunities designed for any budget, as well as information about how to complement your own pre-show promotions using our free direct mail materials. The Exhibitor Manual includes information and forms pertaining to all logistics and services such as decorating, electricity, lead retrieval, etc. By reading these manuals you will gain an understanding of all the services and opportunities available. This will help you determine and budget for those of interest to you and those that are important to achieving your company's goals and objectives at the show.

Read the Forms

Make sure to read all order forms and both sides of your Exhibit Space Contract/Application. Know exactly what all forms say to ensure you understand what you are ordering, as well as the terms and conditions of the contract you are signing. You will want to know what is included for the price listed (i.e. labor, carpet, installation), or if these items will need to be ordered separately. Forms also list important payment schedules, terms and conditions, and deadlines. Proofread all forms after you've filled them out. Is the contact name and address information on your contract correct? Is the banner you are ordering the right size for your graphics? Is the carpet ordered the right color? Double checking them will help you avoid on-site surprises. Also remember to inform the supplier of any changes in your contact information. This will ensure that the proper person receives all correspondence.

Know Your Shipping Dates

Your Exhibitor Manual will include target dates for your freight to arrive at the Las Vegas Convention Center. You will save money by shipping directly to Showsite using the deferred shipping option (4-5 day time frame). If you are shipping from overseas be sure to check with your international shipping agent (also listed in your Exhibitor Manual).

This person can help you with customs charges and inform you of any customs delays that you may experience. If you have a large shipment, make sure to crate and shrink-wrap your materials to avoid special handling charges.

Budget for Staffing Needs

One line item not to forget in your budget is staffing needs. You need to get staff to Showsite, house them and feed them. In some cases, you may be able to hire temporary staff for some booth duties instead of bringing your own staff to perform these functions. Using temporary help will save on travel and housing expenses, although they won't have the expertise and knowledge of your company's products and services that your permanent staff does.

Prepare Your Graphics

If you are using graphics, make sure that your artwork is camera-ready. This will save on production work. Edit all material before it goes to final print. It is more cost and time effective to make a change before the final product is produced than doing so after. Be sure to give yourself plenty of time to avoid additional charges for rush jobs. If you plan on handing out literature in your booth, consider using one color with screens to create different shades. You might also consider designing your own flyers using clip art and other computer-generated graphics.

Use the Show-Appointed Travel and Housing Agency

Use the official travel and housing agency (also listed in your Exhibitor Manual and on www.CESweb.org) to take advantage of special rates offered to CES exhibitors. You could save 10% off unrestricted fares (or 5% off the lowest listed fare) with a 30-day advance purchase. Buy 60 days in advance and you may be able to add an additional 5% savings. A Saturday night stay can also reduce your airfare. When deciding on housing, if your budget is tight, consider doubling up and sharing rooms. Using the CES appointed housing agency will ensure that you get all applicable CES discounts on all CES room blocks available to you.

Use CES Shuttles

Staying in an official CES hotel? Instead of paying for taxis, use the CES shuttle buses, which provide direct service to and from the Las Vegas Convention Center and more than 30 hotels. Shuttle service runs every 20 minutes and takes 20-40 minutes depending on hotel location.

Set a Per Diem

The one area that you may not be able to cut corners on is meals. Your staff has to eat. The easiest way to budget for this is to set a per diem for your staff taking into account breakfast, lunch and dinner needs and considering reasonable limits or averages based on the city where the show is held.

All in all, the best money-saving tip is to **plan ahead**. It is a motto to exhibit by. Now that you have read through these budget tips, it's time to begin formulating your CES show budget. On the following pages you will find a blank budget sheet that will assist exhibitors with any sized space in preparing budgets. When preparing your own budget, use the prices listed in you Exhibitor Manual.

BUDGETING CHECKLIST

<u>Budget Item</u>	<u>Estimated Cost</u>	<u>Actual Cost</u>
Space		
Exhibit Space Fee	\$_____	\$_____
Meeting Room	\$_____	\$_____
Exhibit Display	\$_____	\$_____
Design & Construction		
Graphics	\$_____	\$_____
Refurbishing	\$_____	\$_____
Products for Display	\$_____	\$_____
Modular Booth Rental	\$_____	\$_____
Used Booth Purchase	\$_____	\$_____
Literature Holders	\$_____	\$_____
Easels	\$_____	\$_____
Tool Kit	\$_____	\$_____
Lighting Fixtures	\$_____	\$_____
Furnishings		
Tables	\$_____	\$_____
Chairs	\$_____	\$_____
Trash Cans	\$_____	\$_____
Carpeting	\$_____	\$_____

Show Services

Floral Arrangements	\$_____	\$_____
Computer Rental	\$_____	\$_____
AV Rental	\$_____	\$_____
I&D Labor	\$_____	\$_____
Electricity	\$_____	\$_____
Water, Gas, Air	\$_____	\$_____
Telephone, Fax	\$_____	\$_____
TV Rental/Cable TV	\$_____	\$_____
Computer Rental	\$_____	\$_____
Internet Connection	\$_____	\$_____
Booth Cleaning	\$_____	\$_____
Photography/Videography	\$_____	\$_____
Security	\$_____	\$_____
Lead Management Services	\$_____	\$_____
Attendee List Rental	\$_____	\$_____

Shipping & Storage

Shipping	\$_____	\$_____
Drayage	\$_____	\$_____
Exhibit Storage	\$_____	\$_____
Insurance	\$_____	\$_____
Customs, Duties, Taxes	\$_____	\$_____

Advertising & Promotion

Direct Mail	\$_____	\$_____
Pre-show Promotion	\$_____	\$_____

On-site Promotion	\$_____	\$_____
Post-show Promotion	\$_____	\$_____
Public Relations Activities	\$_____	\$_____
Premiums	\$_____	\$_____
Special Show Literature	\$_____	\$_____
Telemarketing Activity	\$_____	\$_____
Personnel	\$_____	\$_____

Travel Expenses: # of people traveling:_____

Hotel Accommodations	\$_____	\$_____
Show Registrations	\$_____	\$_____
Meals	\$_____	\$_____
Out-of-Pocket Expenses	\$_____	\$_____
Special Uniforms	\$_____	\$_____
Temporary Staff	\$_____	\$_____
Auto Rental	\$_____	\$_____

Special Activities

Guest Entertainment	\$_____	\$_____
Receptions	\$_____	\$_____
Sales Meetings	\$_____	\$_____
Speaker Expenses	\$_____	\$_____
Presenters/Live Entertainers	\$_____	\$_____
Training Expenses	\$_____	\$_____
Hospitality	\$_____	\$_____
Hotel Suite/Facility Rental	\$_____	\$_____
Food/Drink	\$_____	\$_____

Gifts	\$ _____	\$ _____
AV Rental	\$ _____	\$ _____
Other		
_____	\$ _____	\$ _____
_____	\$ _____	\$ _____
Total	\$ _____	\$ _____