

# COST WORKSHEET

EXAMPLE

## EXHIBIT COST WORKSHEET

Event: **National Indoor Show**

Start Date: **3/12/20**

End Date: **3/15/20**

### Pre-Event Expenses

Booth Space			
Booth Cost (Per square foot or meter):	\$8.50	Total Booth Area (sf or meters):	5,000.00
Booth Length (feet or meters):	50.0	Booth Rental For Show:	\$42,500.00
Booth Width (feet or meters):	100.0	Total Non-Show Booth Fees:	\$0.00
Maintenance Fees (Not Show Related)	\$0.00		
Other Booth Fees (Not Show Related):	\$0.00	<b>Total Space Cost:</b>	<b>\$42,500.00</b>

Booth Setup - Amenities & Decor			
Carpet & Padding (Per Sq. Foot/Meter):	\$2.00	Total Carpet & Padding:	\$10,000.00
Tent / Display Rental (Total):	\$0.00	Total Tent and/or Display Rental:	\$0.00
Table & Chair Rental (Total):	\$600.00	Total Rentals From Decorator:	\$600.00
Pipe & Drape Rental (Total):	\$0.00	Total Other Amenities & Decor:	\$0.00
Electronic Displays Rental (Total):	\$0.00	Total Landscaping/Maintenance:	\$0.00
Other Booth Amenities (Total):	\$0.00		
Other Decorative Items (Total):	\$0.00	<b>Total Amenities &amp; Decor</b>	<b>\$10,600.00</b>
Landscaping & Maintenance (Total):	\$0.00		

Booth Setup - Transportation of Equipment & Displays			
Pre-Shipment Preparation Costs (Total):	\$500.00	Total Pre-Shipment Prep:	\$500.00
Freight of Equipment & Displays (Total):	\$6,000.00	Total Pre-Show Frt & Shipping:	\$6,200.00
Shipping - All Additional Materials (Total):	\$200.00	Total Marshalling & Drayage:	\$0.00
Marshalling Yard Fees (Total):	\$0.00	Forklift Rental & Other Handling:	\$200.00
Drayage & Material Handling Fees (Total):	\$0.00		
Material Handling Forklift Rental (Total):	\$200.00	<b>Total Equip &amp; Display Transport:</b>	<b>\$6,900.00</b>
Other Material Handling Expenses	\$0.00		

Booth Setup - Stand Construction & Preparation			
Crew Travel - Car Rental / Airfare (Total):	\$1,125.00	Total Display Crew Travel:	\$1,565.00
Crew Travel - Meals & Lodging (Total)	\$190.00		
Crew Travel - Compensation (Total)	\$250.00	Total Crew Hours:	120.0
Number of Days for Display Construction	3.0		
Construction Crew (Avg. People Per Day):	4.0	Total Display Crew Wages:	\$1,620.00
Crew Hours (Avg. Per Person Per Day):	10.0	Total Display Crew Lodging:	\$780.00
Crew Wages (Avg. Per Person Per Hour):	\$13.50	Total Display Crew Meals:	\$360.00
Crew Lodging (Avg. Per Person Per Night):	\$65.00	Total Display Equip. & Materials:	\$100.00
Crew Meals (Avg. Per Person Per Day):	\$30.00	Total Hired Display Prep Services:	\$400.00
Construction Equipment Rental (Total):	\$0.00		
Construction Materials (Total):	\$50.00		
Other Construction Supplies (Total):	\$50.00		
Sign Hanging Services (Total):	\$400.00	<b>Total Stand Construction Cost:</b>	<b>\$4,825.00</b>
Other Hired Preparation Services (Total):	\$0.00		

Booth Setup - Product Assembly & Preparation			
Crew Travel - Car Rental / Airfare (Total):	\$1,125.00	Total Assembly Crew Travel:	\$1,565.00
Crew Travel - Meals & Lodging (Total)	\$190.00		
Crew Travel - Compensation (Total)	\$250.00	Total Assembly Hours:	320.0
Number of Days for Product Assembly:	8.0		
Assembly Crew (Avg. People Per Day):	4.0	Total Assembly Crew Wages:	\$4,320.00
Crew Hours (Avg. Per Person Per Day):	10.0	Total Assembly Crew Lodging:	\$2,080.00
Crew Wages (Avg. Per Person Per Hour):	\$13.50	Total Assembly Crew Meals:	\$960.00
Crew Lodging (Avg. Per Person Per Night):	\$65.00	Total Assy Equip. & Materials:	\$1,850.00
Crew Meals (Avg. Per Person Per Day):	\$30.00	Total Hired Assy Prep Services:	\$1,100.00
Assembly Equipment Rental (Total):	\$1,550.00		
Assembly Materials (Total):	\$100.00		
Other Assembly Supplies (Total):	\$200.00		
Power Washing Service (Total):	\$1,100.00	<b>Total Product Preparation Cost:</b>	<b>\$11,875.00</b>
Other Hired Preparation Services (Total):	\$0.00		

Exhibit Promotions / Advertising			
As Part of Booth Qualification (Total):	\$0.00	Total Ads (With Show Promoter):	\$1,050.00
Show Program / Directory (Total):	\$750.00	Total Ads (Non-Show Promoter):	\$0.00
Virtual Booth / Online Map (Total):	\$300.00		
Other Promos Via Show Promoter (Total):	\$0.00		
Event Targeted / Geofenced Ads (Total):	\$0.00	<b>Total Event Promo Advertising:</b>	<b>\$1,050.00</b>
Other Promos or Advertising (Total):	\$0.00		

Other Pre-Event Expenses			
Time Expended for Show Planning (Total):	\$1,000.00		
Event Insurance (Total):	\$200.00		
Multiple Use Signage & Displays (Total):	\$1,500.00		
Pre-Event Fuel - Vehicles & Equipment:	\$150.00		
Pre-Event Depreciation - Company Equip.	\$50.00	<b>Total Other Expenses:</b>	<b>\$2,900.00</b>
Pre-Event Overtime/Flex Help:	\$0.00		

### Event Expenses

Event Staffing			
Staff Travel - Car Rental / Airfare (Total):	\$3,480.00	Total Staff Travel Expense:	\$6,036.00
Staff Travel - Meals & Lodging (Total):	\$180.00		
Staff Travel - Compensation (Total)	\$2,376.00	Total Staff Hours:	192.0
Number of Days the Event is Open	4.0	Total Staff Wages	\$6,336.00
Staff At The Event (Avg. Per Day):	6.0	Total Staff Lodging Expense:	\$3,000.00
Staff Hours (Avg. Per Person Per Day):	8.0	Total Staff Meals Expense:	\$1,200.00
Staff Wages (Avg. Per Person Per Hour):	\$33.00	Total Staff Uniforms:	\$240.00
Staff Lodging Rate (Per Person Per Night):	\$125.00	Total Other Staffing Expenses	\$0.00
Staff Meal Expenses (Per Person Per Day):	\$50.00		
Staff Uniforms Cost (Per Person Per Day)	\$10.00	<b>Total Staffing Expenses:</b>	<b>\$16,812.00</b>
Other Staffing Related Expenses (Total):	\$0.00		

On-Site Services During the Event			
Electricity - Install/Use/Removal (Total):	\$400.00	Total On-Site Utilities:	\$550.00
On-Site Wifi / Networking Service (Total):	\$150.00	Total On-Site Lead Acquisition:	\$500.00
Lead Acquisition Tools & Services (Total):	\$500.00	Total On-Site Transportation:	\$0.00
Contracted Guest Relations Staff (Total):	\$0.00	Total On-Site Food & Beverage:	\$200.00
Golf Cart / On-Site Transport (Per Day):	\$0.00	After Hours Cleaning & Security:	\$0.00
In-Booth Food & Beverage (Avg. Per Day):	\$50.00		
Cleaning / Vacuuming (Per Day):	\$0.00	<b>Total On-Site Services Expenses:</b>	<b>\$1,250.00</b>
Security Guard(s) (Per Day):	\$0.00		

Equipment Demonstrations			
Cost of Additional Space (Total):	\$0.00	Demonstration Space Prep:	\$0.00
Demo Site Preparation (Total):	\$0.00	Demonstration Equipment Prep:	\$0.00
Amenities/Tents At Demo Site (Total):	\$0.00	Demonstration Equip Operation:	\$0.00
Demo Equipment Transportation (Total):	\$0.00	Demonstration Plan & Promos:	\$0.00
Product Assembly / Preparation (Total):	\$0.00	Demonstration Staff & Trans:	\$0.00
Additional Equipment Rental (Total):	\$0.00		
Fuel For Vehicles & Equipment (Total):	\$0.00		
Depreciation - Company Equipment	\$0.00		
Depreciation - Demonstrated Products	\$0.00		
Time Expended for Planning (Total):	\$0.00		
Promotional Items & Efforts (Total):	\$0.00		
Additional Golf Carts / Transports (Total):	\$0.00		
Staffing For Demonstration Site (Total):	\$0.00	<b>Total Demonstration Costs:</b>	<b>\$0.00</b>
Overtime/Flex Help To Cover Regular Jobs	\$0.00		

Other Event Expenses			
Sales Literature/Product Feature Benefit	\$1,000.00		
Give Away Items - Hats/Pens/Etc.	\$1,200.00		
Event Specific Signage/Literature/Etc.	\$250.00		
Opportunity Cost of Attending/Etc.	\$8,316.00		
Fuel For Vehicles & Equipment (Total):	\$150.00	<b>Total Other Event Expenses</b>	<b>\$10,916.00</b>
Depreciation - Company Equipment	\$0.00		

### Post Event Expenses

Equipment & Displays Removal Costs			
Pre-Shipment Preparation Costs (Total):	\$100.00	Total Removal Shipment Prep:	\$100.00
Freight of Equipment & Displays (Total):	\$1,350.00	Total Removal Freight & Shipping:	\$1,350.00
Shipping - All Additional Materials (Total):	\$0.00	Total Removal Rental & Handling:	\$100.00
Forklift Rental (Total):	\$100.00		
Other Material Handling Expenses	\$0.00	<b>Total Equip &amp; Display Transport:</b>	<b>\$1,550.00</b>

Booth / Stand & Equipment Deconstruction Costs			
Crew Travel - Car Rental / Airfare (Total):	\$2,250.00	Removal Crew Travel Expenses:	\$3,130.00
Crew Travel - Meals & Lodging (Total)	\$380.00		
Crew Travel - Compensation (Total)	\$500.00	Total Crew Hours:	60.0
Number of Days for Deconstruction	2.0		
Crew Number (Avg. People Per Day):	3.0	Total Removal Crew Wages:	\$810.00
Crew Hours (Avg. Per Person Per Day):	10.0	Total Removal Crew Lodging:	\$390.00
Crew Wages (Avg. Per Person Per Hour):	\$13.50	Total Removal Crew Meals:	\$180.00
Crew Lodging (Avg. Per Person Per Night):	\$65.00	Removal Equipment & Materials:	\$100.00
Crew Meals (Avg. Per Person Per Day):	\$30.00	Hired Removal Services:	\$0.00
Equipment Rental (Total):	\$0.00		
Deconstruction Materials (Total):	\$50.00		
Other Deconstruction Supplies (Total):	\$50.00	<b>Total Stand Construction Cost:</b>	<b>\$4,610.00</b>
Other Hired Services (Total):	\$0.00		

Other Post-Event Expenses			
Fuel For Vehicles & Equipment (Total):	\$150.00		
Depreciation - Company Equipment:	\$25.00		
Post Event Overtime/Flex Help:	\$0.00		
Storage of Displays & Exhibits:	\$120.00	<b>Total Other Post Event Expenses</b>	<b>\$295.00</b>