

# TRADESHOW

**STAPLES** Promotional  
Products®

## GOALS AND BUDGET WORKSHEET



In order to get the most return on your investment, you'll need to set measurable goals and create a detailed budget. After the show, evaluate your tradeshow experience and the progress you made toward meeting your goals.

# TRADESHOW PROFILE

**Name:** \_\_\_\_\_ **Location:** \_\_\_\_\_ **Dates:** \_\_\_\_\_

**Estimated Attendance:** \_\_\_\_\_ **Target Audience:** \_\_\_\_\_

Focus

Theme

**Booth:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Products

Services

**Featured:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Team Members Attending:** \_\_\_\_\_

# QUESTIONS TO CONSIDER

Why is our company attending this tradeshow? \_\_\_\_\_  
\_\_\_\_\_

How does this tradeshow support our overall goals as a company? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How does this tradeshow support our marketing strategy and objectives?

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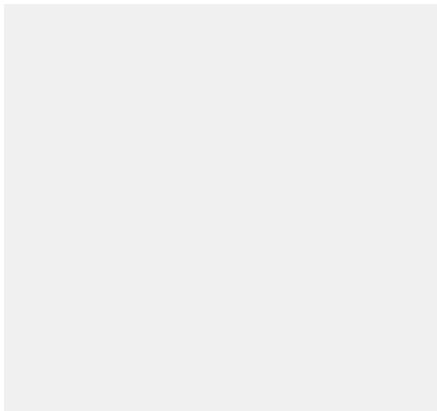
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## GOALS

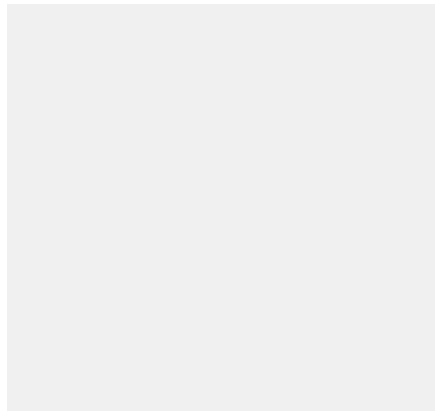
### Goals

Your top three objectives for the tradeshow.



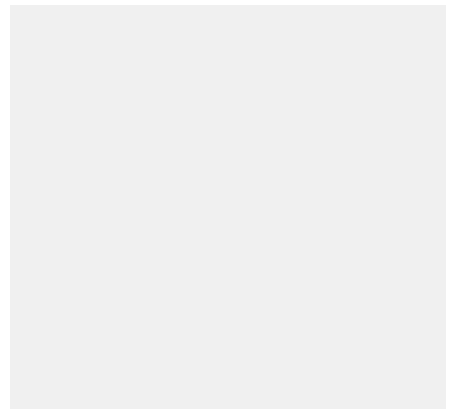
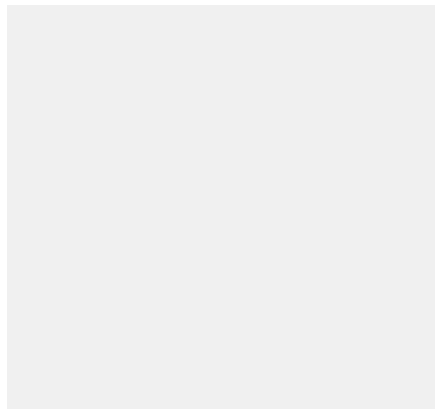
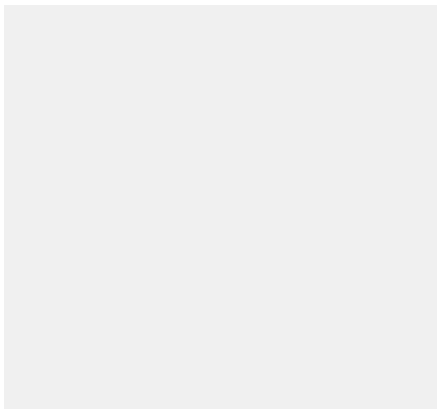
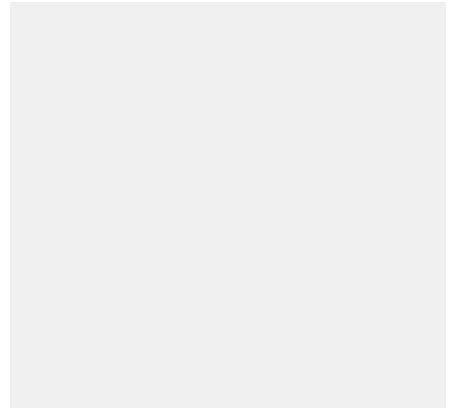
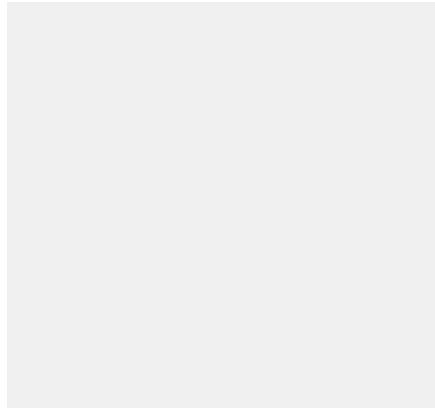
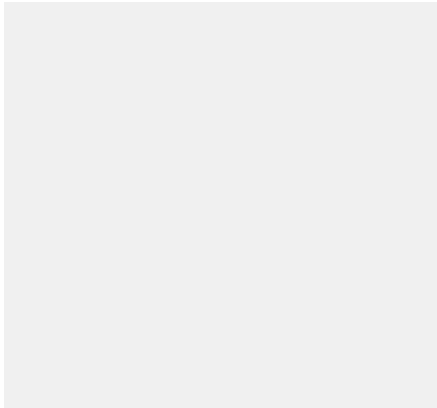
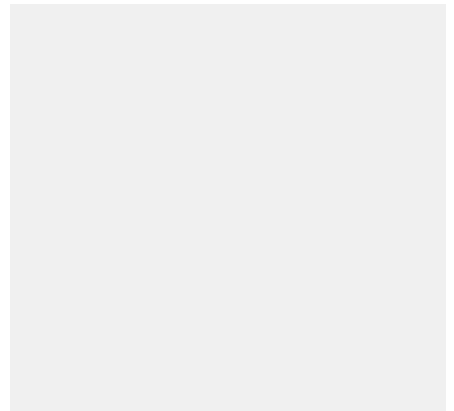
### Strategy

The plan of action for meeting these objectives.



### Tracking

How you will measure your progress.



# BUDGET

## SPACE

	Pre-show estimate	Actual cost	Invoice paid date	Variance
Booth Rental	_____	_____	_____	_____
Deposits	_____	_____	_____	_____
Other	_____	_____	_____	_____
<b>SUBTOTAL</b>	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>

## BOOTH EXHIBIT

	Pre-show estimate	Actual cost	Invoice paid date	Variance
Wi-Fi/Internet	_____	_____	_____	_____
Booth Design	_____	_____	_____	_____
Displays	_____	_____	_____	_____
Signage	_____	_____	_____	_____
Insurance	_____	_____	_____	_____
Shipping	_____	_____	_____	_____
Uniforms	_____	_____	_____	_____
<b>Booth Assembly</b>				
Electric/Lighting	_____	_____	_____	_____
Building Tools	_____	_____	_____	_____
On-site Equipment Rental	_____	_____	_____	_____
	_____	_____	_____	_____
	_____	_____	_____	_____
<b>SUBTOTAL</b>	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>

Notes

## TRAVEL AND LODGING

	Pre-show estimate	Actual cost	Invoice paid date	Variance
Airfare	_____	_____	_____	_____
Rental Car	_____	_____	_____	_____
Fuel	_____	_____	_____	_____
Mileage	_____	_____	_____	_____
Hotel	_____	_____	_____	_____
Meals	_____	_____	_____	_____
Entertainment	_____	_____	_____	_____
Other	_____	_____	_____	_____
<b>SUBTOTAL</b>	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>

## PROMOTION

	Pre-show estimate	Actual cost	Invoice paid date	Variance
Direct Mail	_____	_____	_____	_____
Promotional Products	_____	_____	_____	_____
Sponsorships	_____	_____	_____	_____
Collateral	_____	_____	_____	_____
Advertisement	_____	_____	_____	_____
Post-show Promotions	_____	_____	_____	_____
Post-show Thank You gifts	_____	_____	_____	_____
Other	_____	_____	_____	_____
<b>SUBTOTAL</b>	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>

**MISCELLANEOUS EXPENSES** (add 10% to total)

If desired, add this to the total to ensure that your budget covers unforeseen expenses.

	Pre-show estimate	Actual cost	Invoice paid date	Variance
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
<b>SUBTOTAL</b>	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>
<b>GRAND TOTAL</b>	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>

Notes

**POST-SHOW EVALUATION** (Complete after the tradeshow)

**Total Visitors:** \_\_\_\_\_ **Total Leads:** \_\_\_\_\_ **Total Sales or Orders:** \_\_\_\_\_

**Total Team Members Attended:** \_\_\_\_\_ **Cost Per Team Member:** \_\_\_\_\_  
(Total Sales ÷ Total Team Members)

**Cost Per Visitor:** \_\_\_\_\_ **Cost Per Lead:** \_\_\_\_\_  
(Total Sales ÷ Total Visitors) (Total Sales ÷ Total Leads)

**Questions to Consider:**

Did you stick to your budget? What was the differential? \_\_\_\_\_

What were your strengths? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What areas do you see room for improvement? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How long did it take to prepare for this tradeshow? \_\_\_\_\_

What can be done next time to streamline the process? \_\_\_\_\_

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How long did it take to set up and tear down your booth? What can be done next time to streamline the process?

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Did you meet your goals? \_\_\_\_\_

Will you attend this tradeshow again? \_\_\_\_\_

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