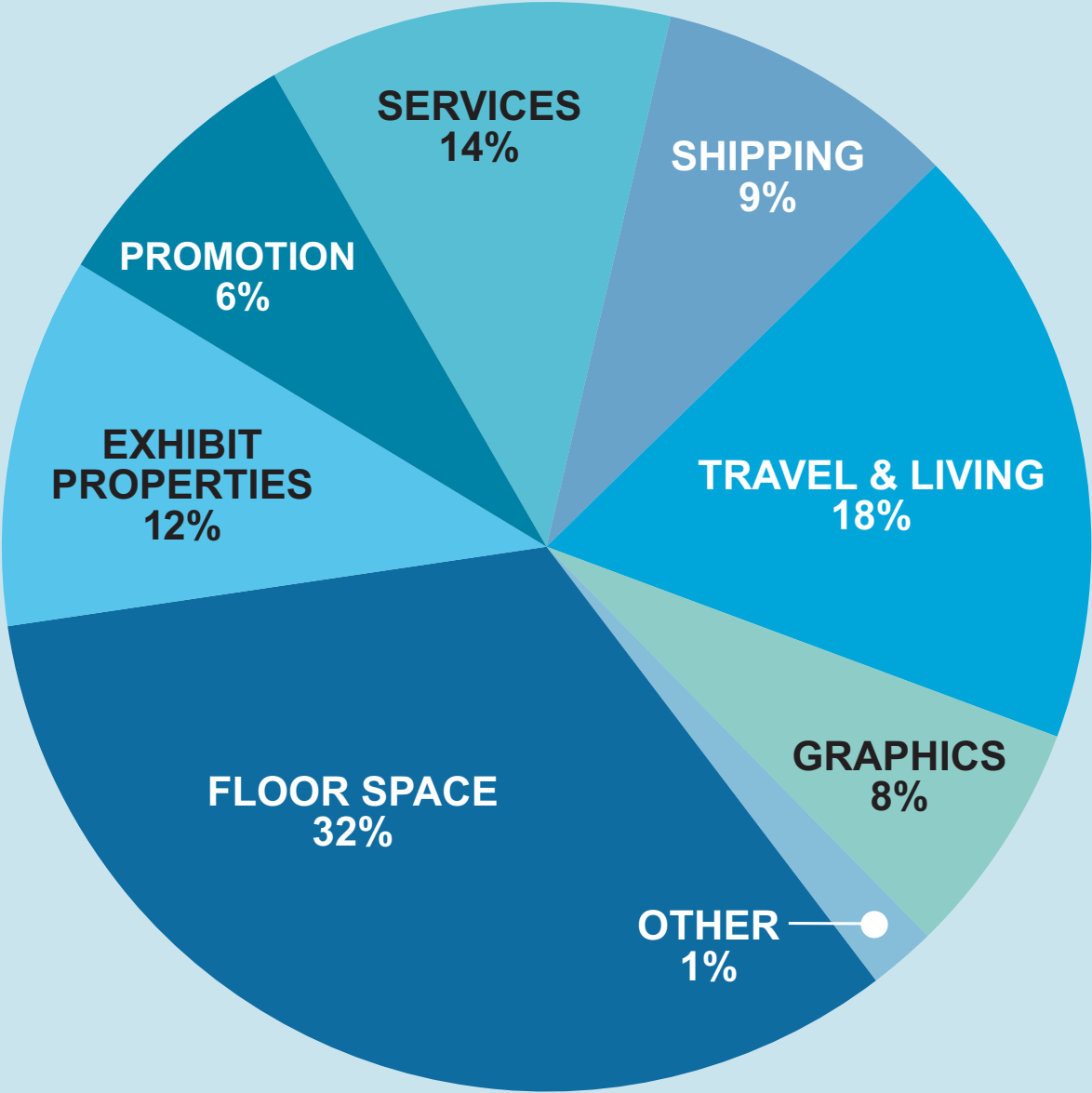


# Budgeting Rules of Thumb

An exhibitor's guide to what things cost



## Average Exhibit Budget

Source: Exhibitor Magazine's 2004 Readership Study

## Exhibit Properties

### Exhibit Design & Fabrication

Average cost for new, custom construction:

Island: \$142 per sq. ft.  
Inline: \$1,182 per linear ft.

Source: Exhibit Designers & Producers Association 2004 Exhibit House Survey

Editor's note: Using winning bid figures published over the last 2 years in EXHIBITOR's monthly "New Properties" column, we calculated an average cost of \$512 per square foot for island exhibits and \$145 per square foot for inline exhibits.

### Refurbishment:

Crated: 15-20% of original price, per year

Uncrated: 25-30% of original price, per year

Source: Trade Show Consulting Inc., San Diego

### Taxes:

You'll pay tax on materials used to build your exhibit. In some states, including California, you're taxed on labor, too.

### Rental:

Approximately 2/3 of the purchase price (for one-time use at a show).

### Exhibit Storage

Average cost per cubic foot:  
17¢

Cost range per cubic foot:  
5¢ to 30¢

Source: Exhibit Designers and Producers Association's 2000 Exhibit House Economic Survey

**Editor's Note:** Some exhibit houses charge for unused space surrounding your crates and up to the ceiling. If you call them on it, sometimes they'll back off and charge only for the actual cubic feed your crates occupy.

**Pull & Prep:** Cost for the exhibit house to prepare your booth for shipment.

Average: \$59.50 per hour

Source: Exhibit Designers and Producers Association

## Promotion

Figure 6% of your overall budget for collateral materials, advertising and giveaways.

Source: EXHIBITOR's 2004 Reader Survey

## Floor Space

Average per square foot:  
\$23.49

Cost range per square foot:  
\$2.05 - \$53.00

Source: *Tradeshow Week's Survey of Top 200 Trade Shows, 2005*

## Travel & Living

### Travel, Lodging & Entertainment

Figure 2 staffers for every 50 square feet of open exhibit space.

Average per diem costs per staffer:

Atlanta: \$259  
Boston: \$342  
Charlotte, NC: \$213  
Chicago: \$288  
Dallas: \$202  
Denver: \$234  
Detroit: \$232  
Honolulu: \$183  
Las Vegas: \$158  
Los Angeles: \$220  
New Orleans: \$218  
New York: \$289  
Orlando: \$208  
Phoenix: \$200  
San Francisco: \$249  
Seattle: \$232  
St. Louis: \$199  
Washington, D.C.: \$269

Source: *Successful Meetings* magazine

## Services

### Installation & Dismantle (I&D)

#### Decorators (General Labor):

Regular: \$68.14/hour/person  
Overtime: \$107.52  
Sunday: \$129.04

#### Carpenters:

Regular: \$68.75/hour/person  
Overtime: \$104.78  
Sunday: \$128.14

#### Riggers:

Regular: \$72.74/hour/person  
Overtime: \$112.54  
Sunday: \$137.38

#### Forklift (Highest Weight Range):

Regular: \$176.67 /hour/person  
Overtime: \$245.50  
Sunday: \$299.11

#### Forklift (Lowest Weight Range):

Regular: \$147.40 /hour/person  
Overtime: \$210.74  
Sunday: \$262.85

#### Electricians:

Regular: \$69.81/hour/person  
Overtime: \$119.31  
Sunday: \$134.01

#### Plumbers:

Regular: \$66.65/hour/person  
Overtime: \$111.46  
Sunday: \$126.26

#### Booth Cleaning: 29¢ per sq. ft.

Source: *Tradeshow Week's Survey of U.S. Labor Rates, 2006*

#### Average labor requirements (for exhibit only):

Island: One hour per 8 sq. ft.  
Inline: One hour per 10 linear ft.

Source: Trade Show Consulting Inc., San Diego

#### Drayage

##### Advance ship to exhibit hall:

\$54.97 per 100 pounds

##### Direct to show site (crated):

\$72.49 per 100 pounds

##### Direct to show site (uncrated):

\$82.52 per 100 pounds

Source: *Tradeshow Week's Survey of Labor Rates, 2006*

## Other

Contingency plans: Add 10% to your show budget for the unexpected.

Source: Trade Show Consulting Inc., San Diego