



TRADESHOW COSTS BY THE NUMBERS

What's in a number? A lot, if you are investing marketing dollars into a tradeshow program. Below are average tradeshow costs and industry strategies for determining cost, extracted from the most recent web article, "How to Calculate your Costs" (*Exhibitor Magazine*, www.exhibitoronline.com).

When to start planning?	6-12 months out
How much to budget?	3 x cost of booth space
How much does it cost to design build a custom booth?	Estimate between \$144 – 160 per square foot
How long does it take to set up and dismantle a booth?	Estimate 2 hours for every 10 linear feet of a custom booth; less for an inline rental. Dismantle is half as long.
How many people to staff a booth?	Estimate 1 person for every 50 square feet of exhibit space
What is the cost per staff?	Estimate \$2000 per staff for 3-day show—air, ground transportation, hotel, meals
What is the cost per lead?	Estimate \$189 per attendee that visits the exhibit; \$276 per attendee that engages in conversation
What is the cost to close a tradeshow lead?	Approximately \$2,188 ... a savings of \$914 when compared to closing a field lead

As a reminder, these numbers are *industry average costs and general rules of thumb* for calculating tradeshow costs. Your final numbers may be higher or lower depending on many factors such destination, marketing objectives and activities.