

For ease of use, colors have been implement to indicate which cells are pre-configured, and which cells need your input.

Grey cells indicate pre-defined and cannot be edited.

Light blue cells require your input.

Royal blue cells with white text are formulas and cannot be edited.

Cells with a red triangle indicate a comment. By positioning cursor on that cell, the comment will be displayed in a pop-up menu.

Numbers have been filled in to better illustrate the relationship between the various fields. They are only intended as examples, and would need to be replaced with your own numbers.

Trade Show Information

Show Name:	Enter Show Name
Location:	Enter City
Dates:	12/31/00
Number of Participants	5

Trade Show Costs

Booth Cost	\$2,500
Floor Space	\$12,000
Carpet	\$5,000
Electrical/Internet	\$1,000
Flowers	\$500
Furniture Rental	\$0
Other Eq. Rental	\$0
Lead Generation Machines	\$200
Freight	\$3,000
Security	\$500
Insurance	\$1,000
Pre-Show Advertising/Promotions	\$3,000
Onsite Labor Set-up/Tear-down	\$1,500
Other unforeseen Expenses.	\$0
<i>Sub-total</i>	\$30,200

Collateral & Gifts

Brochures	\$500
Signage	\$200
Press Kits	\$100
Business Cards	\$600
Give-Aways	\$500
Misc. Items	\$200
<i>Sub-total</i>	\$2,100

Travel, Hotel & Meals Costs

Air Fare, train, bus, Total	\$3,000
Parking, tolls, Total	\$500
Hotel Costs, Total	\$5,000
Taxes, Fees and Telephone, Total	\$500
Meals, Total	\$2,500
Cabs, public transportation, Total	\$800
<i>Sub-total for All Participants</i>	\$12,300

Sales Analysis

# of leads closed on floor:	2
"A" leads:	5
"B" leads:	5
"C" leads:	5
"U" leads:	45
Total # of leads generated:	62

Revenues Generated

for leads closed on floor:	\$6,000
"A" leads:	\$25,000
"B" leads:	\$10,000
"C" leads:	\$3,000
Total Revenues	\$44,000

Repeat Business within 1 year

for leads closed on floor:	\$3,000
"A" leads:	\$7,000
"B" leads:	\$2,000
"C" leads:	\$8,000
Total Revenues	\$20,000

Total Trade Show Costs:	\$ 45,500
Total 12months Revenues:	\$ 64,000

Trade Show Results **Profitable**

Entertainment

Hospitality	\$500
Customers	\$200
Partners	\$200
Others	\$0

<i>Sub-total</i>	\$900
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Total	\$45,500
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