



## IACP 2024 February Exhibit Tip

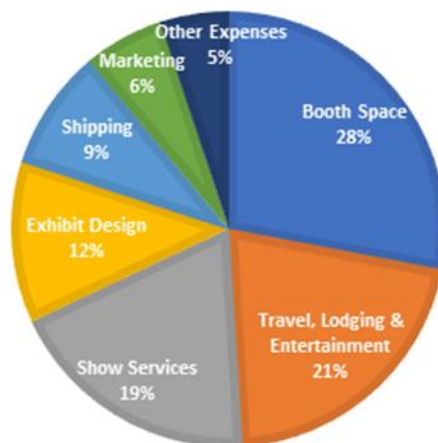
Though there are more than eight months remaining before the conference, it is never too early to begin considering your show budget and establishing a corresponding plan to best meet goals.

### Establish your budget:

Conference budgets should cover all aspects of exhibition participation. Since organizations often have different goals for their exhibits, great variety between participant budgets exists. For example, if a company's goal is to meet partners in person or retain current clients, its representatives might expend a larger percentage of its budget on entertainment. Moreover, a company interested in increasing brand awareness may spend considerably more on marketing efforts.

Below, please find a sample breakdown of one company's show budget. Though every exhibitor has unique goals and a subsequently unique budget, the breakdown below provides a glimpse at some of the expenses to consider when planning show participation.

### **COST BREAKDOWN OF EXHIBITING**



- 28% - Booth Space: The cost to reserve the exhibit and register attending personnel
- 21% - Travel, Lodging & Entertainment: Remember, the cost of travel will vary based on the host city and the distance staff members must travel.
- 19% - Show Services: This includes Wi-Fi, electric, mandatory carpeting, and utilities.
- 12% - Exhibit Design. This number will vary based on booth design selections.
- 9% - Shipping: This is also dependent on the host venue
- 6% - Marketing:
- 5% - Other expenses: Even the best prepared exhibitors incur unexpected expenses. It is prudent to plan ahead for such occurrences.

### Define your goals:

What are the goals the organization hopes to achieve through its show participation? By setting clear objectives early in the process, exhibitors can carefully develop a pre-marketing plan with measurable goals to later determine its level of success. Exhibitors should first identify the intended purpose of their exhibition and subsequently plan their participation around achieving it.

Unsure of your trade show objectives? Below are some of the most common exhibit goals that brands set for themselves:

- Launch a product
- Generate new leads
- Build brand awareness
- Enter a new market
- Retain current clients
- Meet partners in person

*For more specifics on goal-setting, please feel free to visit: [Participating in a Trade Show? Set Your Objectives First](#)\**

#### **Looking to stand out?**

Upgraded advertising packages offer exhibitors opportunities to curate more detailed profiles. Add your company logo, collateral, digital business cards, and showcase images. Interested in enlarging your audience? Website and social media links provide exhibitors with further avenues of connection with attendees. If interested in an upgraded package, please contact Alex Dennis with the MapYourShow team via [ADennis@mapyourshow.com](mailto:ADennis@mapyourshow.com).

#### **Payment Deadline**

Please be advised that final payments for booth space reservations are due on or before Tuesday, March 19. Payments can be made through the Exhibitor Dashboard.

Questions? Contact [ExhibitsEmail@theiacp.org](mailto:ExhibitsEmail@theiacp.org)