



# Trade Show Cost Savings Worksheet

## SAMPLE - Worksheet

Trade Show expenses can easily escalate beyond initial expectations if the following logistical items are not estimated during the process of designing and building and exhibit.

The first item that you should consider is **Shipping Costs** followed by **Drayage Costs**. Drayage is the word that is used to describe **Material Handling**. In addition to these two major trade show related expenses a smart Exhibit Manager should also consider ease of setup due to the cost of trade show **Setup Labor**.

Additional Trade Show expenses that one should consider that are not factored as part of this worksheet are the costs for **repair, refurbishment or parts replacements**. Many large custom built exhibits utilize very large sections or components. In addition to the components being heavy and large in size, they often are built in a manner that makes it expensive, difficult and sometimes impossible to fix or repair damages. This deliema can easily turn a small damaged section into a large replacement part and a major expense.

### Example 1

Exhibit Size	Estimated Shipping Cost	Estimated Drayage Cost	Estimated Setup Labor Cost	Total Estimated Cost per Show	Number of Shows per Year	Total Annual Show Related Expenses
Example 20' x 40' 4,000 LBS	Example \$4,800	Example \$4,300	Example \$3,800	Example \$12,900	Example 3	Example \$38,700

### Example 2

Exhibit Size	Estimated Shipping Cost	Estimated Drayage Cost	Estimated Setup Labor Cost	Total Estimated Cost per Show	Number of Shows per Year	Total Annual Show Related Expenses
Example 40' x 40' 9,000 LBS	Example \$7,700	Example \$8,500	Example \$5,600	Example \$21,800	Example 5	Example \$109,700

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Our lightweight modular trade show displays and exhibits reduce the costs associated with trade shows and exhibiting. A custom designed portable trade show display or exhibit system from CDS can dramatically reduce all of your trade show expenses including storage, shipping, drayage and setup. This will allow you to keep your marketing budget focused on your brand image and improved customer hospitality.



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