



Exhibit Days: November 3 – November 6, 2009
Education Days: November 2 – November 5, 2009
Las Vegas Convention Center
Las Vegas, Nevada USA

Exhibiting at trade shows is the most cost-effective means of bringing products to market, meeting key buyers from around the world and establishing your company in the forefront of the automotive aftermarket.

To assist you in planning your SEMA Show experience, we have provided a sample budget worksheet.

I. EXHIBIT DESIGN & PRODUCTION

Graphics	_____
New exhibit production and design	_____
Preparation and refurbishing of existing exhibit	_____
Rental of exhibit	_____
Hanging sign production	_____
Construction of shipping crates	_____
Total	_____

II. EXHIBIT SPACE RENTAL

Exhibit space cost	_____
Premium for Island Exhibit (open on four aisles)	\$ 3,990 _____
Total	_____

III. FREIGHT/TRANSPORTATION

Air freight	_____
Common carrier	_____
Overnight, FedEx, UPS	_____
Van line	_____
Company vehicle	_____
Total	_____

IV. SHOW SERVICES

Access storage	_____
Audio/visual equipment rental	_____
Booth cleaning	_____
Carpet rental	_____
Catering	_____
Electrical outlets # of outlets _____ x rate \$78.50 (500 watt) =	_____
Electrical labor - (per hour) # of hours _____ x rate \$80.50 (per hour) =	_____
Electrical outlets - other	_____
Floral	_____

(over)



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IV. SHOW SERVICES (CONTINUED)

Furniture rental _____
Installation and dismantle of booth _____
Installation and dismantle of hanging sign _____
Lead-retrieval equipment _____
Booth freight material handling - Advance shipment to Freeman warehouse
and to exhibit space (Example: 1100 lbs @ \$63.00 = \$693.00) _____
Ship Direct to Show and to exhibit space
(Example: 1100 lbs @ \$58.50 = \$643.50) _____
Presenters / models / hostesses _____
Photography _____
Security _____
Vehicle detailing _____
Total _____

V. COMMUNICATION SERVICES

Booth telephone _____
Computer rental _____
Internet access _____
Total _____

VI. SHOW-RELATED EXPENSES

Extra directory listing (\$250/each) _____
Buyer labels purchase _____
Entertainment / hospitality _____
Feature vehicles _____
Hotels _____
New products _____
On-site marketing _____
Premiums / giveaways _____
Pre-Show advertising _____
Pre-Show marketing _____
Post-Show marketing and follow-up _____
Registration (above allotment) _____
Sponsorships _____
Staff training _____
Staff uniforms _____
Staff per diem _____
Travel _____
Total _____
Grand Total _____