

## **RetailNOW EXHIBITOR BUDGET WORKSHEET**

Exhibiting at shows and exhibitions is the most cost-effective means of bringing products to market, meeting key buyers from around the world. To assist you in planning your Show experience ESCA & RSPA is pleased to provide you with this budget worksheet.

### **I. EXHIBIT DESIGN & PRODUCTION**

*RSPA's Marketing Services can save you money! Exhibitors receive 10% off any contracted service. [Click \(here\)](#) to request a quote.*

Graphics	_____
New Production & Design	_____
Preparation & Refurbishing of Existing Exhibit	_____
Rental of Exhibit	_____
<b>Total</b>	_____

### **II. EXHIBIT SPACE RENTAL**

*RSPA Members receive discounted rates on booth space dependant on member level! Contact RSPA's Meeting & Events Coordinator at 704.940.4271 to learn more.*

Exhibit Space Cost	_____
<b>Total</b>	_____

### **III. FREIGHT/TRANSPORTATION**

*The RSPA Freight Savings Plan offers savings on select FedEx Express® and FedEx Ground® services, as well as FedEx Freight® LTL (less-than-truckload) and FedEx National LTL<sup>SM</sup> services. Competitive LTL discounts are also available with YRC (formerly Yellow Transportation and Roadway), including YRC exhibit transportation services. [Click \(here\)](#) for more information.*

Air Freight	_____
Common Carrier	_____
Overnight, e.g. UPS	_____

*The RSPA/UPS program offers significant discounts on ground and air shipping (within the continental U.S.) The program requires no new payment arrangements, no new UPS accounts, and no changes at all from the arrangement that each member currently has with UPS. Discounts will be automatically applied to shipments made from their existing accounts. [Click \(here\)](#) for more information.*

Van Line	_____
<b>Total</b>	_____

### **IV. SHOW SERVICES**

Access Storage	_____
Audio/Visual Equipment	_____
Booth Cleaning	_____
Carpet	_____
Catering	_____
Computer Rental	_____
Electrical Outlets	_____
Electrical Labor - (Per Hour)	_____
Floral	_____
Furniture	_____
Installation & Dismantle of Exhibit	_____
Internet Access	_____
Lead Retrieval Equipment	_____
Material Handling: Booth Freight - Warehouse to the Exhibit Space	_____

Material Handling (Dryage): Booth Freight - Freight Dock  
at Center Delivery to the Exhibit Space

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Models/Hostesses

\_\_\_\_\_

Security

\_\_\_\_\_

Telephone

\_\_\_\_\_

**Total**

\_\_\_\_\_

**V. EXHIBIT RELATED EXPENSES**

Entertainment

\_\_\_\_\_

Lodging *RetailNOW attendees can take advantage of RSPA's special rate of \$129/night at Mandalay Bay Resort & Casino. [Click here](#) for booking details.*

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On-Site Marketing *10% off RSPA Marketing Services*

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Per Diems

\_\_\_\_\_

Premiums/Giveaways

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Pre-Show Advertising

*RSPA offers exhibitors special discounts on advertising. [Click here](#) to view the exhibitor media kit.*

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Pre-Show Marketing

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Registration (above allotment)

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Sponsorships *RSPA offers the opportunity to sponsor single and/or multiple events that range from \$2,500 to \$25,000. RSPA packaged sponsorships give you 25-30% more value for your marketing dollars than if you were to choose a single event sponsorship. In addition, Diamond event sponsorships are available to packaged sponsors at a 40% discount and add value to your packaged sponsorship with additional company recognition.*

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Staff Training

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Staff Uniforms

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Travel *RSPA is offering RetailNOW attendees 2%-7% off published fares with Delta and Northwest. Call 800.328.111 and mention NM4p3 for the discounted rates.*

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**Total**

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<b>Grand Total</b>
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