

Cost	NO.	Expense Categories	Discription	Estimated Cost	Actual Cost	Variance	
	1	Booth Space Rental	total cost for rent and additional service provided by the organizer.			\$0	
	2	Booth Design/Construction	construction installation electrical Handling Design furniture equipment			\$0	
	3	Marketing Materials	Email Marketing				\$0
			Mail Marketing				\$0
			Advertising				\$0
			promotional giveaways, and sample cost				\$0
					\$5,000	\$2,000	\$3,000
	4	Travel/Accommodation	Rent vehicle, food, hotel, meeting, flight			\$0	
	5	Sample customs shipment.	post Service cost like FedEx + warehouse cost			\$0	
	6	Staffing				\$0	
7	Utilities	Electricity, Internet, etc.			\$0		
8	Insurance				\$0		
9	Miscellaneous	unexpected costs			\$0		
10	Total Estimated Cost		\$5,000	\$2,000			

Benefit	NO.	Benefit Categories	Discription	Estimated Cost	Actual Cost	Variance	
		Sales from Event	Diret sell on trade show or after show			\$0	
		New Leads Generated	each generated leads have value depending on your business	\$7,000	\$5,000	\$2,000	
		Potential Partnerships	Networking Opportunities				\$0
			Access to New Markets or Audiences				\$0
			Resource Sharing and Cost Reduction				\$0
			Innovation and Knowledge Exchange				\$0
			Enhanced Competitiveness				\$0
			Opportunities for Growth and Expansion				\$0
		Increased Brand Visibility				\$0	
	Other Benefits				\$0		
	Total Estimated Benefit		\$7,000	\$5,000			

ROI	NO.	ROI Calculation	Dscription	Estimate	Actual	Variance
		Total Costs		\$5,000	\$2,000	\$3,000
		Total Benefits		\$7,000	\$5,000	\$2,000
	ROI (%)		40%	150%		