

# Using Trade Shows to Market Technology Products and Services in China

*Trade Show Budget Example*



	Visitor	Basic Exhibitor	Mid-sized Exhibitor
# of Attendees	1	2	4
Airfare	\$1,500	\$3,000	\$6,000
Hotel	\$750	\$1,500	\$3,000
Meals, transportation, and other misc. expenses	\$250	\$1,000	\$2,000
Trade show fee	\$100	\$3,000 (3m. x 3m. booth)	\$6,000 (3m. x 6m double booth)
Booth design & setup	\$0	\$1,000	\$2,000
Speaking opportunity	\$0	\$0	\$10,000
Interpreter(s)	\$200	\$300	\$600
Consulting	\$0	\$3,500	\$7,000
<b>TOTAL</b>	<b>\$2,800</b>	<b>\$13,300</b>	<b>\$36,600</b>