



| January 2024 - EXPENSE TABLE | \$62,500.0 |
|--|-------------------|
| EXPENSE ITEM | ACTUAL |
| Booth Expenses: | \$15,000.0 |
| Booth Rental Fees | \$6,000.0 |
| Booth Design and Construction | \$2,500.0 |
| Signage and Branding | \$3,500.0 |
| Lighting and Electricity | \$1,500.0 |
| Flooring and Carpeting | \$1,500.0 |
| Marketing and Promotion: | \$16,000.0 |
| Pre-show Marketing Campaigns | \$3,500.0 |
| Printed Materials (Brochures, Flyers) | \$3,000.0 |
| Online Advertising | \$5,000.0 |
| Social Media Promotion | \$3,000.0 |
| Promotional Giveaways | \$1,500.0 |
| Travel and Accommodation: | \$7,000.0 |
| Travel Costs (Airfare, Train, Car Rentals) | \$2,500.0 |
| Accommodation Expenses | \$1,500.0 |
| Meals and Entertainment | \$1,500.0 |
| Transportation to/from Venue | \$1,500.0 |
| Staffing Expenses: | \$19,500.0 |
| Staff Salaries/Wages | \$15,000.0 |
| Staff Training | \$1,500.0 |
| Uniforms or Attire | \$1,500.0 |
| Meals for Staff | \$1,500.0 |
| Technology and AV: | \$5,000.0 |
| Audio/Visual Equipment Rental | \$1,500.0 |
| Wi-Fi/Internet Services | \$1,500.0 |
| Tech Support Services | \$1,000.0 |
| Demonstrations/Presentations Equipment | \$1,000.0 |