

Prepare Your IMTS Budget

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IMTS
EXHIBITOR
WORKSHOP

WHY it's IMPORTANT

- Foundation for IMTS strategy
- Quantifies ROI
- Data to drive operational decisions
- Benchmark for continuous improvement

A GOAL
WITHOUT
A PLAN
IS JUST
A WISH

HOW to Create a Budget

- What you can control (more or less)
- Know the E-Kit
- Use IMTS Budget booklet
- Internal meetings; past shows
- Request a free template!
- Plan for unplanned stuff
- Keep it real



4 RISKS to AVOID

- Overlooked it
- Missed a deadline
- Missed a target date or time
- Made a change

TIPS to CONTROL COSTS

- Pre-show meetings
- Get the right package & upgrades
- Ask suppliers for advice
- Ask for caps on estimates
- Supervise installation

Set REALISTIC EXPECTATIONS

- No surprises



DON'T Keep it a SECRET

- Cost to exhibit
- Cost per hour
- Results per hour

