

Calculate Overhead Costs to Table at a Convention

Instructions: Calculate the overhead costs to table at a specific convention (aka con-specific costs). Use the form below to estimate the convention costs before signing up to ensure you have the funds to pay for the trip. Then recalculate the true convention costs after the convention to find out if the convention was profitable for YOU. =D

Convention Name: _____

Overhead Factors	Costs
Table and badge: Check convention website for prices	
Hotels/Airbnb: Check convention website and any other travel websites for booking details and prices. Check Airbnb for more options.	
Gas/Mileage: Use gas receipts to estimate or record exact costs for convention travel. AND/OR Estimate total mileage to and from the convention using Google Maps . On the days of the convention, make sure to record the date, purpose of travel, beginning and end mileage, and total mileage traveled for exact miles traveled.	
Parking fees: Check convention, city, or parking websites like Parkopedia for available parking areas around the convention. Multiply the parking fee by the number of days you will be parking at the convention for the total cost of parking.	
Tolls: Check Google Maps . It should alert you whether or not you need to pay toll.	
Plane tickets: This will vary over time, but take a look at the prices now and add it to the overhead cost to get an estimate. Record true costs after tickets purchased!	
Ground transportation: <ul style="list-style-type: none"> Car Rental Taxi: Check https://www.taxifarefinder.com/ Uber vs. Lyft: Check http://www.fareestimate.com/ 	
Any additional costs related to the convention (i.e. business license fees, credit card fees, meals, etc.)	
Total Cost: Add all costs above to find the total overhead costs for the convention. This is how much it will cost to table at this convention.	

*****Make more than the total cost above at this convention and you've got a profitable convention!*****

Calculate Additional Convention Business Overhead Costs

Instructions: Calculate additional overhead costs toward supplies and resources not specific to one convention (aka non-con-specific costs). Do not include the cost to produce your products as that is NOT considered an overhead cost for your business. Use this form to help you estimate additional convention costs before signing up to ensure you have the funds to pay for them or what you can eliminate from your expenses to lower costs for you. Recalculate the true costs after purchasing your materials. See **Lesson 3: Artist Alley Travel Supplies List** for additional supplies.

Overhead Factors	Costs
Suitcases	
Tablecloth	
Tall Display (i.e. Photo stands, PVC pipes, wire/plastic cube grids)	
Assistant display items (i.e. Clips, connectors, tape, hangers, rope, etc.)	
Signs (i.e Paper, ink, preorder signs)	
Small table stands and displays (i.e. table easels, cork boards, business card stands)	
Other supplies or paid resources used for your entire convention business (i.e. Art portfolio, Scissors, Binder clips, Tape, Hand-sanitizer or wet wipes, Paper or Sticky notes, business cards) <ul style="list-style-type: none"> • • • • • • • • • • • 	
Total Cost: Add all costs above to determine the convention business overhead costs not specific to one convention.	

*****Make more than the TOTAL overhead costs (con-specific and non-con-specific costs) and you've got a profitable convention BUSINESS!*****