**PROPOSED 2018 SAN DIEGO CONFERENCE BUDGET**

**BUDGET NARRATIVE**

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| **Description** | **PROPOSED AMOUNT** | **Itemization/Basis for Projection** | **Other Comments**  **(incl follow-up, deadlines, etc.)** |
| ***INCOME: $185,000*** | | | |
| Registration | $126,000 | Estimate: 700 registrants x $180/person  -Registrants: attractiveness of San Diego and program, plus herculean efforts by conference organizers  -Fee: approximate average revenues/registrant for last two conferences was $185-190 (assuming 500 in 2017 and 600 in 2016), so this estimate is conservative |  |
| Exhibitors | $29,250 | Estimate: 65 booths x $450/booth  -Number of booths  \*Already close (~56 from last year), who are “all coming  back” per Laurie, so this is a modest increase of 10%  or so from 2016 and 2017  \*Adoption should increase base of exhibitors  \*Some 2017 exhibitors said they would increase the  number/size of booths  \*We are doing a great deal to bring people into the  exhibit hall more often and for greater lengths of time,  which should appeal to potential exhibitors  -Cost/booth  \*Average in 2017: $421  \*Rationale for increased fee, from $421(actual avg in  2017) to $450: increased registration numbers, better  scheme for getting and keeping people in exhibit hall | NOTE: Includes revenues attached to all booths granted to platinum and silver sponsors (at non-profit or profit-making rates, as appropriate) |
| Conference Ads | $0 | Ads come with sponsorship! We likely will not get any ads beyond our sponsors |  |
| Sponsors | $22,100 | Estimate: 13 sponsors x $1700/sponsorship  -Number of sponsors  \*Had 11 in 2017  \*We anticipate several (SSSS, DBQ Project) doing so  -Revenue/sponsor  \*In 2017: $18,602.50/11 = $1691.50/each  \*Average is maintained if we get one more platinum  sponsor, two gold sponsors, or 3-4 silver/bronze | -These figures are AFTER booth  revenues are “backed out”  -Numbers have increased, from  $17,470 (‘16) to $22,725 (’17),  though that included booths;  still, this is a modest estimate |
| Friday Night Beer Social Fees | $2,500 | Estimate: 100 people x $25/person | Recovery of 50% for cost of beer social: ~$40/person (see below) – so, fewer people, lose less |
| Leg Breakfast Fees | $1,875 | Estimate: 75 attendees x $25/person | Cost of breakfast buffet: ~$40/person (see below) |
| Awards Dinner Fees | $1,775 | Estimate: 75 attendees x $25/person | Cost of dinner (no-host bar):  ~$75/person (see below) |
| Booth Sales | $1,500 | T-shirts, buttons, etc. | 2016: $2852 in revenues  2017: $951 in revenues |

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| ***EXPENSES: $69,043*** | | | |
| Audio Visual | $11,250 | Projectors: $2,800  \*Breakout rooms: (10) x $100 = $1,000  \*Exhibit hall: $1800 (buy OR rent)  Screens: (9 rooms/3 days) PLUS (2 rooms/2 days) x  $200/day = $6,200  Sound: 1 room (exhibit hall) x 3 days x $750/day = $2,250 | Might be lower if we have 8-9 breakout rooms rather than 10 |
| Internet | $4,763 | Town and Country quote = $4,638 (for Friday-Sunday)  \*For 700 people x 3 days x unlimited use with unlimited  bandwidth  \*$5 extra/person for over 700 people, easily covered by  increased registration revenues  Thursday: $125, for staff only (estimate) | 2016: $2000  2017: $6523 |
| Hotel Room Charges | $4,000 | One-time charge for exhibit space, per Town & Country | 2016: $5,000  2017: $924 |
| POS Machines/Apple Swipe | $0 | If needed, inexpensive; can be covered under “Office Supplies” |  |
| App/Sched | $2,625 | For “Native Apps/Check-In” version |  |
| ADA Compliance | $3,500 | Must be anticipated | 2016: $0  2017: $0 |
| Freeman/Curtin | $6,000 | Contract (2016-18) is for negotiated rate of $4724.00  (“less upcharges”), TIMES more booths, curtains, etc.  (rough estimate) | 2016: $4724  2017: $5187.74 |
| Promo Items | $500 | T-shirts, buttons, etc.  \*Could sell at booth for recovery of costs (see above) | 2016: $0  2017: $891.67 |
| Registration Supplies | $1,000 | Sticky notes, pens, banners, badges, badge holders, labels, printing, certificates, white boards, book stands, clipboards, post-it boards, etc. | 2016: $860.72  2017: $731.33 |
| Conference Bags | $0 | Will work to get sponsor to cover costs in return for having logo on all bags  \*Will need increased allocation for increased audience | 2016: $330  2017: $697.19 |
| Shipping | $200 | Anticipate lower costs than 2017 (not sure why so high) | 2016: $43.15  2017: $854.54 (!) |
| Program Layout | $2,000 | Anticipate same costs as for 2016-17, using Sched as platform for inputting data on sessions/workshops | 2016: $2000  2017: $2000 |
| Program Printing | $0 | Estimated cost of $5,500 donated by Studies Weekly  -Estimated 800 programs  -Full color, 40 pages | 2016: $4790.55  2017: $4584.93 |

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| Advertising/  Flyers/Posters | $500 | Social media boosts and small-scale promoting | 2016: $748  2017: $0 |
| Keynote Speakers | $4,000 | For two @ ~$2,000/each for all associated costs (speaking fee, travel, accommodations…) | 2016: $7500  2017: $900 (Rosie Rios) |
| Guests/Hotel | $500 | Per prior expenses | 2016: $316.56  2017: $342.12 |
| Awards/Plaques | $0 | Already in main budget | 2016: $130  2017: $1370.31 |
| Catering *including* Friday Night Social | $26,705 | Minimum required by hotel; will cover…  \*Friday Night Beer Social: 100 people x $40/person =  $4,000  \*Leg breakfast: 75 people x $40/person = $3,000  \*Awards Ceremony dinner: 75 people x $75/person =  $5,625  \*Exhibitor hospitality: $6.50/cup of coffee and  $6.50/person for snacks (at 200 people: 2 cups of  coffee plus snacks per day ~ $4,000)  \*First Timers’ event  -Above is less than $20K; for additional $6K+, other things  that go towards minimum…  \*Continental breakfast for Board meeting  \*Any events (focus groups, lunches, etc.) sponsored by  folks like TCI  \*We can provide lunches at cost; on the order of $40/ea  \*Any other “cost recovery” events we want to do | 2016: $24,163  2017: $23,939 |
| Travel Expenses | $500 | ED, etc. | 2016: $632.86  2017: $462.53 |
| Discretionary/ Unanticipated Expenses | $1,000 | Tips, gratuities, other food, freight/loading (union hotel), books… | 2016: $1,123.93  2017: $748.39 |