

FOSS4G 2013 Draft Budget - Budget (Marriott Option)

| CONSTANTS | | | | | | | | | | |
|--|---------------|--------------------|------------|----------|------------------|------------------|------------------|------------------|------------------|------------------|
| Early Bird Registrations | | | | | | | | | | |
| Early Bird Conference Fee | 35%[1] | | | | | | | | | |
| Regular Conference Fee | 325 | | | | | | | | | |
| Complimentary Registration Rate[2] | 10% | | | | | | | | | |
| SUMMARY | | | | | | | | | | |
| Total Attendance | | | | | 300 | 400 | 500 | 600 | 700 | 800 |
| Paid Attendance | | | | | 270 | 360 | 450 | 540 | 630 | 720 |
| Total Revenue | | | | | \$165,525 | \$197,700 | \$229,875 | \$262,050 | \$294,225 | \$326,400 |
| Total Expenses | | | | | \$165,115 | \$178,346 | \$206,096 | \$233,847 | \$261,597 | \$289,348 |
| Surplus/Loss | | | | | \$410 | \$19,354 | \$23,779 | \$28,203 | \$32,628 | \$37,052 |
| Surplus/Loss per Attendee | | | | | \$1 | \$48 | \$48 | \$47 | \$47 | \$46 |
| REVENUE – REGISTRATION | | | | | | | | | | |
| Early Bird Conference | 35% | 325 | | | 30,713 | 40,950 | 51,188 | 61,425 | 71,663 | 81,900 |
| Regular Conference | 65% | 375 | | | 65,813 | 87,750 | 109,688 | 131,625 | 153,563 | 175,500 |
| Total Registration | | | | | 96,525 | 128,700 | 160,875 | 193,050 | 225,225 | 257,400 |
| REVENUE OTHER THAN REGISTRATION | | | | | | | | | | |
| Sponsors & Exhibitors | \$60,000 | | | | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 | 60,000 |
| Carry over from 2011 | \$9,000 | | | | 9,000 | 9,000 | 9,000 | 9,000 | 9,000 | 9,000 |
| Total Sponsorship & Exhibition | | | | | 69,000 | 69,000 | 69,000 | 69,000 | 69,000 | 69,000 |
| REVENUE – TOTAL | | | | | 165,525 | 197,700 | 229,875 | 262,050 | 294,225 | 326,400 |
| EXPENSES – CONFERENCE (Including all taxes and service charges) | | | | | | | | | | |
| | Fixed Expense | Per Person Expense | Multiplier | Minimum | | | | | | |
| Venue Costs (From Venue Bid Documents) | | | | | | | | | | |
| Catering (3 days breakfast, lunch, breaks and one evening reception) | | \$206 | 1 | \$75,000 | \$75,000 | \$82,400 | \$103,000 | \$123,600 | \$144,200 | \$164,800 |
| Internet | \$10,000 | | 1 | | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| Room Rental | \$10,000 | | 1 | | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 | \$10,000 |
| AV Equipment | \$15,349 | | 1 | | \$15,349 | \$15,349 | \$15,349 | \$15,349 | \$15,349 | \$15,349 |
| Exhibitors | \$35 | | 20 | | \$700 | \$700 | \$700 | \$700 | \$700 | \$700 |
| Insurance | | | | | | | | | | |
| Liability | \$5,000 | | 1 | | \$5,000 | \$5,000 | \$5,000 | \$5,000 | \$5,000 | \$5,000 |
| Cancellation | \$500 | | 1 | | \$500 | \$500 | \$500 | \$500 | \$500 | \$500 |
| Marketing | | | | | | | | | | |
| Signage | \$1,000 | | 1 | | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| Logo and Electronic Stationary | \$1,500 | | 1 | | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$1,500 |
| Conference Web Site Expenses | \$1,000 | | 1 | | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| Program Design | \$1,500 | | 1 | | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$1,500 | \$1,500 |
| Programs | | \$15 | 1 | | \$4,500 | \$6,000 | \$7,500 | \$9,000 | \$10,500 | \$12,000 |
| T-shirts | | \$12 | 1 | | \$3,600 | \$4,800 | \$6,000 | \$7,200 | \$8,400 | \$9,600 |
| Badges and Tickets | | \$2 | 1 | | \$600 | \$800 | \$1,000 | \$1,200 | \$1,400 | \$1,600 |
| Committee and Speaker Costs | | | | | | | | | | |
| Volunteer Appreciation | \$1,000 | | 1 | | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| Invited Speakers | \$3,000 | | 1 | | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 |
| Gifts for Speakers | \$40 | | 10 | | \$400 | \$400 | \$400 | \$400 | \$400 | \$400 |
| Local Committee General Expenses | \$3,000 | | 1 | | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 | \$3,000 |
| Total Expenses | | | | | \$137,649 | \$147,949 | \$171,449 | \$194,949 | \$218,449 | \$241,949 |
| EXPENSES – OTHER | | | | | | | | | | |
| Contingency | 10.00% | | | | \$13,765 | \$14,795 | \$17,145 | \$19,495 | \$21,845 | \$24,195 |

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| | | | | | | | | | | |
|--|--|---------|--|--|------------------|------------------|------------------|------------------|------------------|------------------|
| Total Conference Expenses | | | | | \$151,414 | \$162,744 | \$188,594 | \$214,444 | \$240,294 | \$266,144 |
| EXPENSES – CONFERENCE ORGANIZER[3] | | | | | | | | | | |
| Fixed organization fee | | \$8,000 | | | \$8,000 | \$8,000 | \$8,000 | \$8,000 | \$8,000 | \$8,000 |
| Per-registrant variable fee[4] | | 0 | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Percentage of revenue variable fee[5] | | 0.00% | | | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| EventBrite Early Bird Fee[6] | | \$19 | | | \$1,981 | \$2,641 | \$3,301 | \$3,962 | \$4,622 | \$5,282 |
| EventBrite Regular Fee | | \$21 | | | \$3,721 | \$4,961 | \$6,201 | \$7,441 | \$8,681 | \$9,922 |
| Total Conference Organizer Expenses | | | | | \$13,701 | \$15,602 | \$17,502 | \$19,403 | \$21,303 | \$23,204 |
| EXPENSES – TOTAL | | | | | \$165,115 | \$178,346 | \$206,096 | \$233,847 | \$261,597 | \$289,348 |

1. Early registration ranges from 50% to 70%, and will vary depending on how well you promote the conference. Higher early registration is good for predictability and bad for revenue.
2. Invited speakers, organizing committee members, workshop teachers, volunteers, and other special cases will end up receiving complimentary registration, so the paid registration will always be less than the total registration.
3. Conference organizers all seem to have different ways of getting paid. Some have a fixed fee, some have a variable scheme, some have a mix of schemes. Here are three basic ones.
4. Conference organizer calculates fees based on number of registrants.
5. Conference organizer calculates fees as a percentage of revenue.
6. EventBrite takes 2.5% + .99 to a max of 9.95 + 3% credit card fee