

Financial Annex

How to use this sheet: Enter your numbers into the yellow cells below. Feel free to zero out rows that you feel don't apply to you, and to add rows for expenses you will need. Enter sponsorship information on the next sheet. Don't forget to add your current exchange rate so the USD columns fill in correctly.

CONSTANTS		\$USD					
USD Exchange Rate	16,668 CZK	\$1	date 19/08/2011				
Early Bird Conference Fee	8 000 CZK	\$480					
Regular Conference Fee	10 000 CZK	\$600					
Early Bird Student Conference Fee	4 000 CZK	\$240					
Regular Student Conference Fee	5 000 CZK	\$300					
Complimentary Registrations fee	3 000 CZK	\$180					
Early Bird Workshops Fee	1 600 CZK	\$96					
Regular Workshops Fee	2 000 CZK	\$120					
Early Bird Gala Dinner	1 200 CZK	\$72					
Gala Dinner	1 500 CZK	\$90					
Workshop Slots	240						
	Conference	Workshop					
BASE number of Total Attendance	450	160					
BETTER number of Total Attendance	600	200					
BEST number of Total Attendance	750	240					
Student Registrations	20%	of total attendance					
Complimentary Registrations	10%	of total attendance					
Gala Dinner Registration	45%	of total attendance					
Early Bird Conference Registrations	55%						
Regular Conference Registrations	45%						
Early Bird Student Conference Registration	80%						
Regular Student Conference Registration	20%						
Early Bird Workshop Registration	80%						
Regular Workshop Registration	20%						
Early Bird Gala Dinner Registration	55%						
Regular Gala Dinner Registration	45%						
SUMMARY		Base	\$USD	Better	\$USD	Best	\$USD
Total Conference Attendance		450		600		750	
<i>Full Attendance</i>		315		420		525	
<i>Student Attendance</i>		90		120		150	
<i>Complimentary Attendance</i>		45		60		75	
Total Workshop Attendance		160		200		240	
Total Gala Dinner Attendance		203		270		338	
Total Revenue		4 511 450 CZK	\$270 665	5 728 700 CZK	\$343 695	6 945 950 CZK	\$416 724
Total Expenses		4 360 113 CZK	\$261 586	5 100 014 CZK	\$305 976	5 745 415 CZK	\$344 697
VAT (difference for payment)		25 213 CZK	\$1 513	104 739 CZK	\$6 284	200 009 CZK	\$12 000
Surplus/Loss		126 124 CZK	\$7 567	523 947 CZK	\$31 434	1 000 526 CZK	\$60 027
Surplus/Loss per Attendee		280 CZK	\$17	873 CZK	\$52	1 334 CZK	\$80

Budget

REVENUE – REGISTRATION		\$USD		\$USD		\$USD	
Early Bird Workshops	1 600 CZK	204 800 CZK	\$12 287	256 000 CZK	\$15 359	307 200 CZK	\$18 431
Early Bird Conference	8 000 CZK	1 386 000 CZK	\$83 153	1 848 000 CZK	\$110 871	2 310 000 CZK	\$138 589
Early Bird Student Conference	4 000 CZK	288 000 CZK	\$17 279	384 000 CZK	\$23 038	480 000 CZK	\$28 798
Early Bird Gala Dinner	1 200 CZK	133 650 CZK	\$8 018	178 200 CZK	\$10 691	222 750 CZK	\$13 364
Regular Workshops	2 000 CZK	64 000 CZK	\$3 840	80 000 CZK	\$4 800	96 000 CZK	\$5 760
Regular Conference	10 000 CZK	1 417 500 CZK	\$85 043	1 890 000 CZK	\$113 391	2 362 500 CZK	\$141 739
Regular Student Conference	5 000 CZK	90 000 CZK	\$5 400	120 000 CZK	\$7 199	150 000 CZK	\$8 999
Complimentary Conference	3 000 CZK	135 000 CZK	\$8 099	180 000 CZK	\$10 799	225 000 CZK	\$13 499
Regular Gala Dinner	1 500 CZK	136 688 CZK	\$8 201	182 250 CZK	\$10 934	227 813 CZK	\$13 668
Total Registration		3 718 950 CZK	\$223 119	4 936 200 CZK	\$296 148	6 153 450 CZK	\$369 177
REVENUE – SPONSORS & EXHIBITION							
Probable Sponsors & Exhibitors		792 500 CZK	\$47 546	792 500 CZK	\$47 546	792 500 CZK	\$47 546
Total Sponsorship & Exhibition		792 500 CZK	\$47 546	792 500 CZK	\$47 546	792 500 CZK	\$47 546
REVENUE – TOTAL							
		4 511 450 CZK	\$270 665	5 728 700 CZK	\$343 695	6 945 950 CZK	\$416 724

Budget

EXPENSES – CONFERENCE				\$USD		\$USD		\$USD	
On-site Expenses									
plenary room (2 days, 5 hour per day)				80 000 CZK	\$4 800	170 000 CZK	\$10 199	170 000 CZK	\$10 199
meeting room (50 person max - per day)	room per day	6	5 400 CZK	32 400 CZK	\$1 944	32 400 CZK	\$1 944	32 400 CZK	\$1 944
meeting room (70 person max - per day)	room per day	6	6 600 CZK	39 600 CZK	\$2 376	39 600 CZK	\$2 376	39 600 CZK	\$2 376
meeting room (120 person max - per day)	room per day	6	7 680 CZK	46 080 CZK	\$2 765	46 080 CZK	\$2 765	46 080 CZK	\$2 765
meeting room (140 person max - per day)	room per day	6	7 680 CZK	46 080 CZK	\$2 765	46 080 CZK	\$2 765	46 080 CZK	\$2 765
meeting room (150 person max - per day)	room per day	3	7 680 CZK	23 040 CZK	\$1 382	23 040 CZK	\$1 382	23 040 CZK	\$1 382
Workshop computers (1 students per computer, per half day)	day	120	1 730 CZK	207 600 CZK	\$12 455	207 600 CZK	\$12 455	207 600 CZK	\$12 455
Wireless Internet (for all attendees)	day	3	15 000 CZK	45 000 CZK	\$2 700	45 000 CZK	\$2 700	45 000 CZK	\$2 700
Video streaming	room per day	27	2 000 CZK	54 000 CZK	\$3 240	54 000 CZK	\$3 240	54 000 CZK	\$3 240
Steward (per day)	person day	75	2 000 CZK	150 000 CZK	\$8 999	150 000 CZK	\$8 999	150 000 CZK	\$8 999
Registration desk, on-site payment	person day	17	3 000 CZK	51 000 CZK	\$3 060	51 000 CZK	\$3 060	51 000 CZK	\$3 060
Display services for exhibition (per day)		75	360 CZK	27 000 CZK	\$1 620	27 000 CZK	\$1 620	27 000 CZK	\$1 620
Delegate bags			180 CZK	81 000 CZK	\$4 860	108 000 CZK	\$6 479	135 000 CZK	\$8 099
Delegate t-shirts			180 CZK	81 000 CZK	\$4 860	108 000 CZK	\$6 479	135 000 CZK	\$8 099
Registration badges & tickets			120 CZK	54 000 CZK	\$3 240	72 000 CZK	\$4 320	90 000 CZK	\$5 400
Committee and Speaker Costs									
Invited speakers (travel, lodging, fees)		2	50 000 CZK	100 000 CZK	\$6 000	100 000 CZK	\$6 000	100 000 CZK	\$6 000
Gifts for speakers (invited, keynotes, etc)		10	1 000 CZK	10 000 CZK	\$600	10 000 CZK	\$600	10 000 CZK	\$600
Local committee general expenses		1	10 000 CZK	10 000 CZK	\$600	10 000 CZK	\$600	10 000 CZK	\$600
Marketing Expenses									
Logo and electronic stationary		1	15 000 CZK	15 000 CZK	\$900	15 000 CZK	\$900	15 000 CZK	\$900
Conference web site		1	85 000 CZK	85 000 CZK	\$5 100	85 000 CZK	\$5 100	85 000 CZK	\$5 100
Postcard mail-out				0 CZK	\$0	0 CZK	\$0	0 CZK	\$0
Final Program (design)		1	30 000 CZK	30 000 CZK	\$1 800	30 000 CZK	\$1 800	30 000 CZK	\$1 800
Final Program (print)			120 CZK	37 800 CZK	\$2 268	50 400 CZK	\$3 024	63 000 CZK	\$3 780
Advertising GIS journals		10	35 000 CZK	350 000 CZK	\$20 998	350 000 CZK	\$20 998	350 000 CZK	\$20 998
Internet advertising		1	10 000 CZK	10 000 CZK	\$600	10 000 CZK	\$600	10 000 CZK	\$600
Administrative Expenses									
Registration / payment system		1	50 000 CZK	50 000 CZK	\$3 000	50 000 CZK	\$3 000	50 000 CZK	\$3 000
Paper repository systém		1	50 000 CZK	50 000 CZK	\$3 000	50 000 CZK	\$3 000	50 000 CZK	\$3 000
Accounting services			120 CZK	54 000 CZK	\$3 240	72 000 CZK	\$4 320	90 000 CZK	\$5 400
Bank & credit card fees (Visa & MC)			3,0%	135 344 CZK	\$8 120	171 861 CZK	\$10 311	208 379 CZK	\$12 502

Budget

Workshop Catering Expenses								
Coffee break (snacks and drinks), per workshop slot		70 CZK	11 200 CZK	\$672	14 000 CZK	\$840	16 800 CZK	\$1 008
3 courses lunch, per workshop slot		250 CZK	40 000 CZK	\$2 400	50 000 CZK	\$3 000	60 000 CZK	\$3 600
Conference Catering Expenses								
Mid-morning coffee breaks (drinks and snacks)	3	70 CZK	94 500 CZK	\$5 670	126 000 CZK	\$7 559	157 500 CZK	\$9 449
3 courses lunch	3	250 CZK	337 500 CZK	\$20 248	450 000 CZK	\$26 998	562 500 CZK	\$33 747
Mid-afternoon coffee breaks (drinks and snacks)	3	70 CZK	94 500 CZK	\$5 670	126 000 CZK	\$7 559	157 500 CZK	\$9 449
Ice-break party	1	500 CZK	225 000 CZK	\$13 499	300 000 CZK	\$17 999	375 000 CZK	\$22 498
Exhibitor banquet								
Food + drink (limited), per person	1	400 CZK	180 000 CZK	\$10 799	240 000 CZK	\$14 399	300 000 CZK	\$17 999
Sightseeing tour of Prague Castle								
tour with guide and shuttle	1	200 CZK	90 000 CZK	\$5 400	120 000 CZK	\$7 199	150 000 CZK	\$8 999
Gala Dinner								
Food + drink (limited), per person	1	1 100 CZK	346 500 CZK	\$20 788	462 000 CZK	\$27 718	577 500 CZK	\$34 647
transport shuttle, per person		100 CZK	20 250 CZK	\$1 215	27 000 CZK	\$1 620	33 750 CZK	\$2 025
Total Conference Expenses			3 394 394 CZK	\$203 647	4 099 061 CZK	\$245 924	4 713 729 CZK	\$282 801
EXPENSES – OTHER								
Contingency		5,00%	169 720 CZK	\$10 182	204 953 CZK	\$12 296	235 686 CZK	\$14 140
Total Other Expenses			169 720 CZK	\$10 182	204 953 CZK	\$12 296	235 686 CZK	\$14 140
EXPENSES – CONFERENCE ORGANIZER								
Organizers team (cost per day)	70	6 000 CZK	420 000 CZK	\$25 198	420 000 CZK	\$25 198	420 000 CZK	\$25 198
Organizers team assistant (cost per day)	160	1 600 CZK	256 000 CZK	\$15 359	256 000 CZK	\$15 359	256 000 CZK	\$15 359
Public relation, advertising manager (cost per day)	20	3 000 CZK	60 000 CZK	\$3 600	60 000 CZK	\$3 600	60 000 CZK	\$3 600
Sponsors / exhibitors manager (cost per day)	20	3 000 CZK	60 000 CZK	\$3 600	60 000 CZK	\$3 600	60 000 CZK	\$3 600
Total Conference Organizer Expenses			796 000 CZK	\$47 756	796 000 CZK	\$47 756	796 000 CZK	\$47 756
EXPENSES – TOTAL								
			4 360 113 CZK	\$261 586	5 100 014 CZK	\$305 976	5 745 415 CZK	\$344 697

Sponsorship

Category of Sponsors & Exhibitors	Number	Probability	Level	Fees	\$USD	Fees * Probability	\$USD	Exhibition Stands
Sponsor P	1	30%	Platinum	500 000 CZK	\$29 998	150 000 CZK	\$8 999	0
Sponsor G	2	30%	Gold	250 000 CZK	\$14 999	150 000 CZK	\$8 999	0
Sponsor S	4	50%	Silver	125 000 CZK	\$7 499	250 000 CZK	\$14 999	0
Sponsor B	10	60%	Bronze	25 000 CZK	\$1 500	150 000 CZK	\$8 999	0
Exhibitor A	2	50%	Exhibit A	25 000 CZK	\$1 500	25 000 CZK	\$1 500	1
Exhibitor B	6	50%	Exhibit B	12 500 CZK	\$750	37 500 CZK	\$2 250	3
Exhibitor C	10	60%	Exhibit C	5 000 CZK	\$300	30 000 CZK	\$1 800	6
				Maximum Sponsorship		Probable Sponsorship		Exhibition Stands
				1 880 000 CZK	\$112 791	792 500 CZK	\$47 546	10