

# HCI

## Expenses:

Site	Estimated	Actual
Tent		\$0.00
Site staff	\$500.00	
Facility		\$0.00
Tables and chairs		
<b>Totals</b>	<b>\$500.00</b>	<b>\$0.00</b>
<b>Refreshments</b>		
Catering 250 guests	\$20,800.00	
Staff and gratuities	\$3,447.50	\$0.00
Linens	\$0.00	\$0.00
Staff on site labor	\$300.00	\$0.00
<b>Totals</b>	<b>\$24,547.50</b>	<b>\$0.00</b>
<b>Publicity</b>		
Graphics work	\$9,040.00	\$0.00
Photocopying/Printing		\$0.00
		\$0.00
<b>Totals</b>	<b>\$9,040.00</b>	<b>\$0.00</b>
<b>Decorations</b>		
Props	\$425.00	\$0.00
Optional pinspots		\$0.00
Lighting * & Drape	\$900.00	\$0.00
Audio visual	\$175.00	\$0.00
Centerpieces donated		\$0.00
<b>Totals</b>	<b>\$1,500.00</b>	<b>\$0.00</b>
<b>Programming</b>		
Entertainment	\$2,000.00	\$0.00
Actor Greeter		\$0.00
Pictures Lisa est	\$1,000.00	\$0.00
		\$0.00
<b>Totals</b>	<b>\$3,000.00</b>	<b>\$0.00</b>
<b>Prizes</b>		
Ribbons/Plaques/ Lisa	\$0.00	\$0.00
Gifts		\$0.00
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Miscellaneous</b>		
Telephone	\$100.00	\$0.00
Event Marketing	\$32,000.00	\$0.00
Photocopying	\$50.00	\$0.00
Postage	\$800.00	\$0.00
Registration		\$0.00
Travel	\$250.00	\$0.00
<b>Totals</b>	<b>\$33,200.00</b>	<b>\$0.00</b>
<b>Total Expenses</b>	<b>\$71,787.50</b>	<b>\$0.00</b>

**Income:**

Admissions						
Estimated	Actual			Estimated	Actual	
190	0	Adults @	\$125.00	\$23,750.00	\$0.00	
	0	children @	\$50.00	\$0.00	\$0.00	
0	0	other @		\$0.00		
				<u>\$23,750.00</u>		

Corporate Sponsors			
Sponsors		Amount	Total
1	Presenting	\$25,000.00	\$25,000.00
4	Oak	\$10,000.00	\$40,000.00
2	Cedar	\$5,000	\$10,000.00
7	Beech	\$2,500	\$17,500.00
13	Dogwood	<u>\$1,500.00</u>	\$19,500.00
11	Sycamore	\$1,500.00	\$16,500.00
			<b>\$128,500.00</b>

Media Impressions/Public Relations							
Date	Outlet	Media Type	Subject	Circulation/ Viewers/Visitors	Media Notes	Estimated Value	Actual Value
4/1/05	Washinton Business Journal	Print	Ad plus Article		Feature Editorial - 500 words	\$3,500.00	
	Comcast		Event			\$50,000.00	
	Smart CEO	Print					
	Nany O local					\$6,500.00	
4/1/05	BOP.com	Internet	Calendar		\$5,000.00	\$5,000.00	
					<b>Total</b>		

In-kind			
Sponsors		Estimated	Actual
1	Event Marketing	\$3,500.00	
1	Video Production	\$4,750.00	
1	Graphic Design	\$500.00	
1	Rental Equipment	\$500.00	
1	Catering	<u>\$10,000.00</u>	
		<b>\$19,250.00</b>	

Sale of Non Event Items			
1	N Marriott Gift	\$20,000.00	
	Kay	\$3,000.00	
1	Auction	<u>\$15,000.00</u>	
		<b>\$38,000.00</b>	<b>\$0.00</b>

<b>Total income</b>	<b>\$190,250.00</b>	<b>\$0.00</b>
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**Summary of Profit/Loss:**

Totals	Estimated	Actual
Total expenses	\$71,787.50	\$0.00
Total Revenue	\$190,250.00	\$0.00
<b>Total Profit (Cash)</b>	<b>\$118,462.50</b>	<b>\$0.00</b>
Total Media	\$60,000.00	\$0.00
Total In-kind	\$19,250.00	\$0.00
<b>Total ROI</b>	<b>\$197,712.50</b>	<b>\$0.00</b>