

Cost Savings

Item	Total Cost	Projected Savings
Booth Space Sales		
Staff Time		
Printing		
Postage		
Phone		
Fax		
Loss of sale due to the complexity of the process		
Long sale cycle – faxing floor plan back & forth		
Registration		
Staff Time		
Paper		
Phone		
Fax		
Confirmation		
Loss of impulsive buyers		
Speaker Support		
Staff Time		
Confirmation		
AV/Special Needs		

Promotions		
Mailings that can be eliminated		
Additional exposure		
Misc.		
Total		

Additional Revenue – Booth Upgrades

Upgrade	Markup (\$)	Projected Number of Exhibitors Participating	Revenue
Hyperlink			
Product Display			
E-request			
E-commerce			
Total			

Additional Revenue – Virtual Attendees

Item	Cost (\$)	Projected Number of Virtual Attendees	Revenue
Event Site			
Educational Sessions			
Misc. 1			
Misc. 2			
Total			

Additional Revenue – Others

Item	Previous Year's Income	Projected Increase
Sponsorships		
Section:		
Section:		
Section:		
Section:		
Banner Ad		
Page:		
Page:		
Page:		
Page:		
Partnerships		
Venture:		
Venture:		
Venture:		
Misc.		
Total		