

BUDGET

GENERAL INFORMATION:

The purpose of a Budget is to estimate expenses and incomes.

The following guidelines and examples have been provided to assist in your efforts in budgeting for all possible expenses you will encounter at your conference. This document is designed as a guide to include the most important information in your budget.

The Conference Budget should ideally be estimated at the very beginning of the conference planning process. Accomplishing this in a timely manner will help determine the price of registration fees, as well as how much sponsorship you will need to balance the budget.

CONTACT INFORMATION:

Created by the Region Conference Task Force FY09

For specific questions please contact SWE HQ at hq@swe.org

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Budget Guidelines

The list below provides guidelines as to what you should include as a part of your Budget.

EXPENSES

Registration

- Badges/Nametags
- Credit Card Fees

Facilities

- Room Rental Fees
- AV Equipment

Meals

- Friday Dinner
- Saturday Breakfast
- Saturday Lunch
- Saturday Dinner
- Sunday Breakfast

Workshops/Meeting Rooms

- Room Rental Fees
- Printing
- Speaker Fees
- Speaker Gifts
- AV Equipment
- Speaker Ready Room

Career Fair

- Boxed Lunches
- Tables/Chairs

Lodging

- Room Cost
- Tax/Fees

Publicity

- Signs/Banners
- Conference Program
- Website
- Shipping/Postage

Accessories

- T-Shirts
- Conference Bags
- Decorations

Other Expenses

- Tours
- Transportation
- Entertainment
- Awards
- Volunteer Event/Recognition
- Thank You's to Sponsors
- Contingency
- Conference Seed Money (if applicable)

INCOMES

General Incomes

- Registration
- Corporate Sponsorships
- Career Fair Exhibitors
- Tours

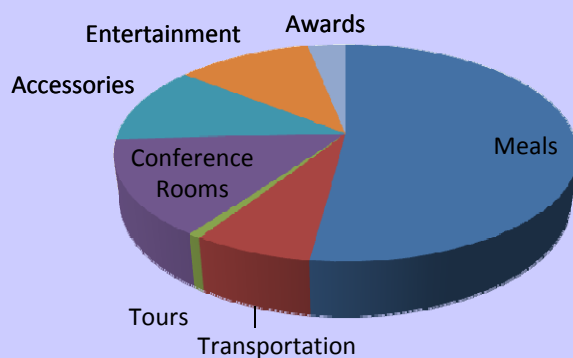
- Advertisements
- T-Shirts
- Donations
- Conference Seed Money (if available)

Examples

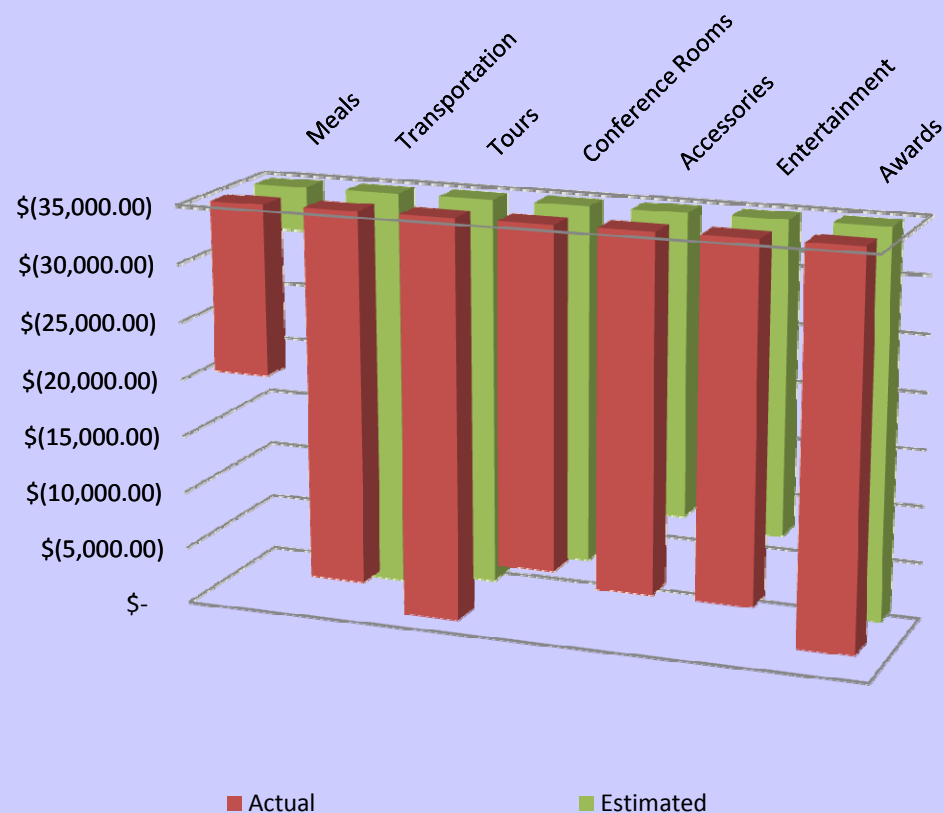
Category	Details	Price/item	Qty	Estimated		Actual		
				Income	Expense	Qty	Income	Expense
Registrations				\$	13,375.00		\$	13,850.00
	Student - early	\$ 45.00	165	\$	7,425.00	20	\$	900.00
	Student - regular	\$ 55.00	0	\$	-	80	\$	4,400.00
	Student - late	\$ 65.00	0	\$	-	34	\$	2,210.00
	Student non-members - early	\$ 55.00	0	\$	-	3	\$	165.00
	Student non-members - regular	\$ 65.00	85	\$	5,950.00	0	\$	-
	Student non-members - late	\$ 75.00	0	\$	-	1	\$	65.00
	Professional - early	\$ 70.00	0	\$	-	21	\$	1,470.00
	Professional - regular	\$ 90.00	0	\$	-	33	\$	2,970.00
	Professional - late	\$ 110.00	0	\$	-	4	\$	440.00
	Professional nonmembers- early	\$ 90.00	0	\$	-	0	\$	-
	Professional nonmembers- regular	\$ 110.00	0	\$	-	10	\$	1,100.00
	Professional nonmembers- late	\$ 130.00	0	\$	-	1	\$	130.00
Corporate Sponsorship				\$	46,000.00		\$	25,314.36
	Platinum	\$ 5,000.00	3	\$	15,000.00	1	\$	5,000.00
	Gold	\$ 2,500.00	5	\$	12,500.00	3	\$	8,500.00
	Silver	\$ 1,000.00	10	\$	10,000.00	6	\$	6,500.00
	Bronze	\$ 500.00	15	\$	7,500.00	5	\$	2,500.00
	Parking - Chevron			\$	-	1	\$	1,814.36
	2008 Conference Seed Money	\$ 1,000.00	1	\$	1,000.00	1	\$	1,000.00
Meals					\$ 31,200.00			\$ (20,289.99)
	Friday Dinner	\$ 40.00	250		\$ 10,000.00			\$ (5,050.80)
	Saturday Breakfast	\$ 12.00	200		\$ 2,400.00			\$ (1,989.99)
	Saturday Lunch	\$ 20.00	250		\$ 5,000.00			\$ (5,807.20)
	Saturday Dinner	\$ 30.00	250		\$ 7,500.00			\$ (4,806.80)
	Saturday All Day Beverages	\$ 18.00	250		\$ 4,500.00			\$ -
	Sunday Breakfast	\$ 12.00	150		\$ 1,800.00			\$ (2,635.20)
Transportation					\$ 250.00			\$ (2,751.86)
	Parking					1		\$ (1,814.36)
	Van - St. Arnold's Brewery	\$ 75.00	1		\$ 75.00	1		\$ (468.75)
	Van - NASA	\$ 75.00	1		\$ 75.00	1		\$ (468.75)
	Lightrail	\$ 2.00	50		\$ 100.00	0		\$ -
Tours					\$ 1,220.00			\$ (289.25)
	NASA	\$ 16.00	20		\$ 320.00			\$ (179.25)
	Medical Center	\$ -	20		\$ -			\$ -
	HMNS	\$ 40.00	20		\$ 800.00			\$ (60.00)
	Chevron	\$ -	20		\$ -			\$ -
	St. Arnold's Brewery	\$ 5.00	20		\$ 100.00	10		\$ (50.00)
Conference Rooms					\$ 4,000.00			\$ (5,580.97)
	A/V	\$ 4,000.00	1		\$ 4,000.00			\$ (2,892.80)
	Rentrail Rate	\$ -	0		\$ -			\$ (2,688.17)
Accessories					\$ 12,824.75			\$ (4,452.37)
	Conference Bags	\$ 15.00	250		\$ 3,750.00	250		\$ -
	Conference Program	\$ 10.00	250		\$ 2,500.00	220		\$ (3,082.00)
	Registration Supplies	\$ -	0		\$ -	1		\$ (263.37)
	Decorations	\$ 150.00	1		\$ 150.00	0		\$ -
	Mail Outs	\$ 300.00	1		\$ 300.00	?		?
	Signs/Banners	\$ 500.00	1		\$ 500.00	0		\$ -
	Advertisements	\$ 1,500.00	1		\$ 1,500.00	?		?
	Tshirts (not on original budget)	\$ 10.00	250		\$ 2,500.00	215		\$ (982.25)
	Registration costs(wufoo.com membership for 5 rr	\$ 24.95	5		\$ 124.75	5		\$ (124.75)
	Collegiate Room Discount	\$ 30.00	50		\$ 1,500.00	0		\$ -
Entertainment					\$ 8,000.00			\$ (4,400.00)
	Friday Game Show	\$ 500.00	1		\$ 500.00	?		?
	Casino	\$ 7,500.00	1		\$ 7,500.00	1		\$ (4,400.00)
Awards					\$ 1,400.00			\$ (1,223.42)
	Speaker Gifts	\$ 30.00	20		\$ 600.00	20		\$ (503.42)
	Membership Upgrade Drawing	\$ 20.00	10		\$ 200.00	4		\$ (220.00)
	Casino Prizes	\$ 500.00	1		\$ 500.00	1		\$ (500.00)
	Dessert Gallery Raffle	\$ 20.00	5		\$ 100.00	0		\$ -
Total			\$	59,375.00	\$ (58,894.75)		\$ 39,164.36	\$ (38,987.86)

Category	Budget		Actual	
Registrations	\$	13,375.00	\$	13,850.00
Corporate Sponsorship	\$	45,000.00	\$	25,314.36
Meals	\$	(31,200.00)	\$	(20,289.99)
Transportation	\$	(325.00)	\$	(2,751.86)
Tours	\$	(1,220.00)	\$	(289.25)
Conference Rooms	\$	(4,000.00)	\$	(5,580.97)
Accessories	\$	(8,824.75)	\$	(4,452.37)
Entertainment	\$	(8,000.00)	\$	(4,400.00)
Awards	\$	(1,400.00)	\$	(1,223.42)
Total:	\$	3,405.25	\$	176.50

Actual Cost Breakdown



Estimated vs. Actual



2009 Region H Conference Planning Budget

Expected Expense Total	\$ 121,980.50
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Hotel		\$ 46,000.00
Room Cost Per Night	\$ 100.00	
Tax and Service Fee	15%	

Food and Drink		\$ 44,830.50
Friday night snack cost per person	\$ 5.00	
Saturday Breakfast cost per person	\$ 10.00	
Saturday Lunch cost per person	\$ 12.00	
Saturday Dinner cost per person	\$ 20.00	
Sunday Breakfast cost per person	\$ 10.00	
Tax and Service Fee	21%	

Printed Items		\$ 9,000.00
T-Shirts	\$3,000.00	
Bags	\$2,000.00	
Banquet Program	\$1,000.00	
Conference Program	\$2,000.00	
Name Tags	\$ 500.00	
Signs	\$ 500.00	

Networking Events		\$ 3,900.00
Friday Night activity		
Entertainment	\$2,000.00	
Decorations	\$ 200.00	
Prizes	\$ 500.00	
Saturday Night Activity		
Entertainment	\$1,000.00	
Decorations	\$ 200.00	
Prizes	\$ -	

Conference Center Costs		\$ 13,000.00
Registration Services	\$5,000.00	
Room Rental	\$2,000.00	
Set up / Take Down Fees	\$4,000.00	
Rental Charges (Projectors, Microphones etc)	\$2,000.00	

Transportation		\$ 4,000.00
Bus Charges	\$4,000.00	

Other		\$ 1,250.00
Speaker Thank you Gifts	\$ 750.00	
Other	\$ 500.00	

Unaccounted for Cost 10% of total		\$ 12,198.05
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Totals		
Total Cost		\$ 134,178.55
Total Registration Income		\$ 38,750.00
Sponsorships Needed		\$ 95,428.55

Populate Yellow Cells with your Expected numbers

Expected Attendance

Professionals - full registration, single occupancy	50
Professionals - full registration, double occupancy	50
Professionals - day registration, no hotel	50
Students - with hotel	500
Total Expected Attendance	650

Conference Fee

Professionals - full registration, single occupancy	\$ 200.00
Professionals - full registration, double occupancy	\$ 125.00
Professionals - day registration, no hotel	\$ 50.00
Students - with hotel	\$ 40.00
Total Expected Income	\$38,750.00