



BUDGET

Building a budget for your conference is a very important first step. Each decision you make will have a bearing on the bottom line; so creating a clear guideline is critical. Consider these categories and line items in your planning process.

Conference Marketing and Advertising:

- Public relations and marketing
- Advertising
- Graphic design
- Copywriting
- Paper
- Pre-registration forms/brochures
- Special stationery
- Envelopes
- Printing
- Mailing list
- Fulfillment
- Postage

Site Visit:

- Air
- Ground
- Meals
- Lodging

Pre-Conference Registration:

- Online usage fees
- Registration processing service fees
- Telephone expenses
- Credit card merchant fees
- Support staff

Venue:

- General session space
- Exhibit space