

INCOME & EXPENSE PROJECTIONS & BUDGET

Group Name & Location of Marketing Session:

INCOME	Projected	Worst Case	Best Case	Actual Income**
Anticipated Attendance:				
Fee per Attendee:				
Potential Attendee Income:				
Potential Sponsor Income:				
Total Projected Income:				

EXPENSES	Projected	Worst Case	Best Case	Actual Expenses**
Moderator Fee:				
Transportation:				
Lodging:				
Meeting Book/Printing:				
Food & Beverage Costs:				
Advertising/Marketing:				
A/ V Equipment:				
Continuing Education Fees:				
Misc. (Room Rental):				
Total Expenses:				
Projected Profit or Loss				

**** To be filled out after presentation**