

**UPDATED TO REFLECT EXECUTIVE COMMITTEE
DECISION – 26 MARCH 2019**

SYMPOSIUM PRICE STRUCTURE

A Comparison of Prices and Revenue based on 2019 Actual Data



What is Covered...

- ▶ 2019 Rates for Exhibit Booths
- ▶ Net Revenue Projection with Changes
- ▶ Impact on Booth Cost to Exhibitors
- ▶ Advertising and Banquet Table Rates
- ▶ Sponsorship Rates / Options
- ▶ Summary
- ▶ Conclusion

2019 Exhibit Rates

Assuming everyone at **Tier 1** price and using same amount of complimentary Govt/Barter Space nets: **\$762,205**

	TIER 1 Member	TIER 1 Non-Member	TIER 2 Member	TIER 2 Non-Member	TIER 3 Member	TIER 3 Non-Member
STANDARD	\$41 / \$51	\$48 / \$61	\$46	\$52	\$48	\$54
PREMIUM	\$42	\$49	\$47	\$53	\$49	\$55
ULTRA	\$43	n/a	\$48	n/a	\$50	n/a

NOTES:

- Rate in **red** denotes published rate for Navy League Sea Air Space 2019
- Ultra spaces are only available to Corporate Members

2020 Exhibit Rate Proposal

Assuming everyone at **Tier 1** price and using same amount of complimentary Govt/Barter Space this \$3 per square foot increase for Corporate Members and \$7 for Non-Corporate Members nets: **\$820,148**

	TIER 1 Member	TIER 1 Non-Member	TIER 2 Member +\$5	TIER 2 Non-Member + \$5	TIER 3 Member +\$3	TIER 3 Non-Member +\$3
STANDARD	\$44 / \$51	\$55 / \$61	\$49	\$60	\$52	\$63
PREMIUM	\$45	\$56	\$50	\$61	\$53	\$64
ULTRA	\$46	n/a	\$51	n/a	\$54	n/a

NOTES:

- Rate in **red** denotes published rate for Navy League Sea Air Space 2019
- Ultra spaces are only available to Corporate Members

Exhibit Net Income Projection

- ▶ 2019 Baseline Revenue = \$762,205
- ▶ 2020 Projected Revenue = \$820,148
- ▶ Net Increase = **\$57,943**

What This Means to Exhibitors

- ▶ 38 booths would increase by under \$500
- ▶ 9 booths are in the \$500-\$1000 range
- ▶ 16 booths are in the \$1,000-\$2,400 range
- ▶ Greatest increase is booth 100 by \$4,863
- ▶ Next is booth 200 by \$3,906
- ▶ Booth 512 by \$2,592

Advertising Rates

2019 ADS	Member	Non-Member
½ Page (no max)	\$2,400	\$2,600
Full Page (no max)	\$3,000	\$3,200
Cover (up to 3)	\$3,500	\$3,750
Lobby Panel (up to 12)	\$1,750	\$2,000
Escalator Panel (2)	\$6,000	\$7,000

2020 ADS	Member	Non-Member
½ Page (no max)	\$2,500	\$2,800
Full Page (no max)	\$3,100	\$3,400
Cover (up to 3)	\$3,750	\$4,000
Lobby Panel (up to 12)	\$2,000	\$2,500
Escalator Panel (2)	\$6,500	\$7,500

2019 Net Revenue = **\$46,950**
2020 Net Revenue = **\$51,550**

\$4,600 TOTAL INCREASE

Banquet Table Rates

TABLES	TIER 1	TIER 2	TIER 3
Member	\$1,700	\$1,850	\$2,000
Non-Member	\$2,000	\$2,250	\$2,500

40 Tables sold in 2019 Totaling
\$69,200

PROPOSE NO CHANGE TO BANQUET TABLES

Sponsorship Changes

ITEM	2019 RATE	2020 RATE	+/-
Continuing the Conversation*	\$5,000	\$8,000	+\$3,000
Social Media Wall*	\$5,000	\$7,000	+\$2,000
WiFi *	\$5,500	\$6,500	+\$1,000
Photo Montage in Lobby*	\$4,500	\$5,000	+\$500
Room Keys*	\$4,500	\$4,750	+250
Tuesday Lunch	\$3,500	\$3,000	-\$500

* Indicates Exclusive Sponsorships

2019 Net Revenue = **\$59,550**

2020 Net Revenue = **\$66,300***

**Based on 2019 Item Sales*

\$6,750 TOTAL INCREASE

Sponsorships with No Changes

ITEM	RATE
Heritage Night*	\$10,000
Charging Station	\$10,000
Photographer *	\$3,500
Tuesday Reception	\$2,750
Breaks	\$2,500
A/V	\$2,000
Splash Page (for WiFi) *	\$1,750
Photo Booth*	\$1,000

* Indicates Exclusive Sponsorships

Summary

	CURRENT	PROPOSED	+/-
Exhibits	\$762,205	\$820,148	+\$57,943
Ads	\$46,950	\$51,550	+\$4,600
Tables	\$69,200	\$69,200	\$0
Sponsorships	\$59,550	\$66,300	+\$6,750
TOTALS	\$937,905	\$1,007,198	\$69,293

All projections are based on actual sales for 2019 at base rate

Conclusion

- ▶ Propose space increase of \$3 per square foot for corporate members and \$7 for non-corporate members for next 3 years
 - ▶ Still considerably less expensive than Sea Air Space
- ▶ Propose minor changes to advertising rates
- ▶ Propose no change to banquet table rates
- ▶ Propose minor changes to some sponsorships to bring them in line with actual cost for item

BACK UP SLIDES

