

TMA NY 2012 Event Summary

Host/Event Name: TMA NextGen
Venue: Cornell Club

Event Date: 5/22/2012
Event Type: Networking Breakfast

Guarantee/Minimum: **75**

<i>Registrations:</i>	92	Budget	Actual	Budget	Actual
Attendee Revenue	Reg Fee	Reg	Reg	Total	Total
Early Bird Members	45.00	35		1,575.00	-
Early Bird Non-Members	60.00	27		1,620.00	-
Early Bird NextGen	50.00	0		-	-
Early Bird Students	30.00	0		-	-
Regular Members	65.00	16		1,040.00	-
Regular Non-Members	80.00	9		720.00	-
Regular NextGen	65.00	0		-	-
Regular Students	50.00	0		-	-
Onsite Members	75.00	2		150.00	-
Onsite Non-Members	90.00	3		270.00	-
Onsite NextGen	75.00	0		-	-
Onsite Students	50.00	0		-	-
Subtotal		92	-	5,375.00	-
Less TMA Bucks/Gratis Registrations		-6		(270.00)	
Total Registration Revenue (Cash)		86	-	5,105.00	-

Registration Analysis	Budget #	Actual #	Budget \$	Actual \$
# Credit Cards	83		5,160.00	
# Checks	3		215.00	
# TMA Bucks	0		-	
# Gratis/Promo	6		(270.00)	
Total Registrations	92	-	5,105.00	-

Notes:

<i>Attendees:</i>	92	Budget	Actual
Venue Costs	Amount	Total	Total
Food/Beverage	30.00	2,760.00	
Room Fee/Other	450.00	450.00	
A/V & Other	500.00	500.00	
Coat Check	0.00	-	
NYS Tax 8.875%	8.875%	329.26	
Other Tax	0.00%	-	
Gratuity (Food only)	18%	496.80	
Subtotal		4,536.06	-
Admin Costs			
Receptionist		-	
Photographer		150.00	
Signage		-	
Printing		-	
CC Processing Fee 4%		206.40	
Titan Lunch (assumes 2 @ \$100)		-	
Misc/Gifts/Other (see notes)		-	
Subtotal		356.40	-
Total Venue & Admin		4,892.46	-
Attendee Cost/person		49.31	
Total Cost/person		53.18	

Event P&L	Budget	Actual
	Total	Total
Revenue	5,105.00	-
Expenses	(4,892.46)	-
Gross Profit/(Loss)	212.54	-
TMA Bucks	-	
Sponsorship	1,000.00	
Net Profit/(Loss)	1,212.54	-

Analytics	Budget	Actual
No Shows - Avg 15%	15%	
CTP Certificates		N/A
CLE Certificates		N/A
CPE Certificates		N/A
Inclement Weather		
Competing Event		
Membership Promo	Yes	
# of New Members	10	
# Registered		
# Present		
# Charged For		