

|  |                      |                 |                  |  |
|--|----------------------|-----------------|------------------|--|
| <b>REVENUE:</b>  |                      |                 |                  |  |
| <b>On-Line CREDIT CARDS</b>                                  | <b>Total Dollars</b> | <b>Price pp</b> | <b>Attendees</b> | <b>Notes</b>   |
| Early Bird - Member Registrations                            | \$ 1,260.00          | \$ 45.00        | 28               |  |
| Early Bird - NextGen/Gov Member Registrations                | \$ 1,350.00          | \$ 45.00        | 30               |  |
| Early Bird - Student Member Registrations                    | \$ 90.00             | \$ 30.00        | 3                |  |
| Early Bird - NonMember Registrations                         | \$ 900.00            | \$ 60.00        | 15               |  |
| Regular - Member Registrations                               | \$ 845.00            | \$ 65.00        | 13               |  |
| Regular - NexGen/Gov Member Registrations                    | \$ 975.00            | \$ 65.00        | 15               |  |
| Regular - Student Member Registrations                       | \$ -                 | \$ 50.00        | 0                |  |
| Regular - NonMember Registrations                            | \$ 1,600.00          | \$ 80.00        | 20               |  |
| On-Site - Member Registrations                               | \$ 150.00            | \$ 75.00        | 2                |  |
| On-Site - NextGen/Gov Member Registrations                   | \$ -                 | \$ 60.00        | 0                |  |
| On-Site - Student Member Registrations                       | \$ 50.00             | \$ 50.00        | 1                |  |
| On-Site - NonMember Registrations                            | \$ 90.00             | \$ 90.00        | 1                |  |
| Sub-Total  | \$ 7,310.00          |                 |                  |  |
| Minus 4% TMA Hdqts Processing Fee                            | \$ 292.40            |                 |                  |  |
| <b>SUB-TOTAL</b>   | <b>\$ 7,017.60</b>   |                 | <b>128</b>       |  |
| <b>CHECKS - TMA BUCKS - SPONSORSHIPS</b>                     |                      |                 |                  |  |
| Check Registrations - EB Member                              | \$ 45.00             | \$45.00         | 1                | V. Urban   |
| TMA Sponsor Bucks - Early Bird Member Registrations          | \$ 90.00             | \$45.00         | 2                | M. Appel, B. Chesebrough                                 |
| 2012 Sponsorship Allocation                                  | \$ 800.00            |                 |                  | Annual Sponsorship Allocation from 2012 Budget           |
| <b>SUB-TOTAL</b>   | <b>\$ 935.00</b>     |                 |                  |  |
| <b>TOTAL REVENUE</b>   | <b>\$ 7,952.60</b>   |                 | <b>3</b>         |  |
| <b>EXPENSE:</b>  |                      |                 |                  |  |
| Venue Invoice for Food Charges                               | \$ 4,301.06          |                 |                  | Charged for 113 attendees (Tax Included)                 |
| Deposit  | \$ -                 |                 |                  | None required  |
| AV Equipment   | \$ 707.69            |                 |                  | Tax Included   |
| Room Charge  | \$ 518.38            |                 |                  | Tax Included   |
| Gratis Attendees - Board (1), Admin (1)                      | \$ -                 |                 | 2                | Included in venue invoice.                               |
| New Members (Promo: Become a member - attend free)           | \$ -                 |                 | 8                | Included in venue invoice.                               |
| Receptionist   | \$ 150.00            |                 | 1                | K. Herman  |
| Photographer   | \$ 125.00            |                 |                  | V. Chu   |
| Speaker Fee  | \$ -                 |                 | 5                | R. Sussman, M. Indelicato, J. Suckow, H. Etlin, P. Basta |
| Speaker Gifts  | \$ -                 |                 |                  | From previous event therefore, no charge to this event.  |
| Attendee Notebooks & Pens                                    | \$ -                 |                 |                  | From previous event therefore, no charge to this event.  |
| Printed Materials - Event Programs                           | \$ -                 |                 |                  | None   |
| Gratuities   | \$ 10.00             |                 |                  | \$10 Bellhop/Catering gratuity included in invoice       |
| <b>TOTAL EXPENSE</b>   | <b>\$ 5,812.13</b>   |                 | <b>16</b>        |  |
| <b>Total Overage/Attendees</b>                               | <b>\$ 2,140.47</b>   |                 | <b>147</b>       |  |
| <b>Notes</b>   |                      |                 |                  |  |
| 1. No Show Rate: 34/147 = 23% (Average rate = 15%)           |                      |                 |                  |  |
| 2. Weather = good/light drizzle                              |                      |                 |                  |  |
| 3. Competing Events: None known                              |                      |                 |                  |  |
| 4. New Member Promo - Join today and come to this event free |                      |                 |                  |  |
| <b>Number of Attendees per Category</b>                      | <b>EB</b>            | <b>Reg</b>      | <b>OnSite</b>    | <b>Total</b>   |
| Members  | 47                   | 13              | 2                | 62   |
| NextGenMembers   | 30                   | 15              | 0                | 45   |
| StudentMembers   | 3                    | 0               | 1                | 4  |
| NonMembers   | 15                   | 20              | 1                | 36   |
| Total  | 95                   | 48              | 0                | 147  |
| <b>Percentage of Attendees per Category</b>                  | <b>EB</b>            | <b>Reg</b>      | <b>OnSite</b>    | <b>Total</b>   |
| Members  | 32%                  | 9%              | 1%               | 42%  |
| NexGen Members   | 20%                  | 10%             | 0%               | 31%  |
| StudentMembers   | 2%                   | 0%              | 1%               | 3%   |
| NonMembers   | 10%                  | 14%             | 1%               | 24%  |
| Total  | 65%                  | 33%             | 3%               | 100%   |
| Total Members vs NonMembers = 76% vs 24%                     |                      |                 |                  |  |
| Early Bird vs Regular vs Onsite = 65% vs 33% vs 3%           |                      |                 |                  |  |