

Category	Revenue	Detail	Cost Per Person	Attendees	Actual Revenue
Fees	Conference Registration	LATE Registration - Member Conference Only	\$ 330.00	9	\$2,970.00
		LATE Registration - Non-Member Conference Only	\$ 420.00	2	\$840.00
		Member - Conference Only	\$ 295.00	132	\$38,940.00
		Member - Pre-Conference + Conference	\$ 345.00	11	\$3,795.00
		Member Conference + MMI	\$ 345.00	11	\$3,795.00
		Member Conference+ NPI	\$ 345.00	13	\$4,485.00
		Non-Member - Conference Only	\$ 390.00	7	\$2,730.00
		Non-Member - Pre-Conference + Conference	\$ 465.00	3	\$1,395.00
		Non-Member Conference + MMI	\$ 465.00	1	\$465.00
		Non-Member Conference + NPI	\$ 465.00	3	\$1,395.00
		One Day Only	\$ 195.00	15	\$2,925.00
		Partial: Pre-Conference Only	\$ 145.00	2	\$290.00
		Student Member - Conference Only	\$ 200.00	8	\$1,600.00
		Student Member - Pre-Conference + Conference	\$ 240.00	0	\$0.00
		Student Member- Conference + MMI	\$ 240.00	1	\$240.00
		Student Member- Conference + NPI	\$ 240.00	15	\$3,600.00
		Student Non-Member - Conference + Pre-Conference	\$ 265.00	1	\$265.00
		Student Non-Member - Conference Only	\$ 215.00	12	\$2,580.00
		Student Non-Member + NPI	\$ 265.00	2	\$530.00
		Student Non-Member Conference + MMI	\$ 265.00	0	\$0.00
		Tuesday Only	\$ 150.00	0	\$0.00
		ASCA (Non member)	\$ 65.00	3	\$195.00
		ASCA (TACUSPA member)	\$ 55.00	8	\$440.00
	Fees collected from non-attendees		10	\$2,610.00	
	Partial Payments		2	\$435.00	
	Special Discount -Fellows/Scholars		7	\$1,440.00	
				Subtotal (fee)	\$76,520
				278	
Sponsorships	Donations/Sponsorships	TACHE (\$1000), UNT (\$1000), Diana Warren (\$600), SHSU (\$500)			\$3,100
					Subtotal

Total Revenue	\$79,620.00
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Category	Expense	Vendor	Quantity	Actual Expense
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Speakers	Speaker #1: Josie Ahlquist	Self		\$7,195.23
	Speaker #2: George Mehaffy	Self		\$4,135.51
Hotel & Entertainment			Subtotal (speaker)	\$11,330.74
	Hotel (2017) - Deposit	W Hotels		\$5,000.00
	Hotel (2018)	W Hotels (Oct 2018)		\$59,335.75
	Hotel (2018)	W Hotels (Nov 2018)		\$20,044.62
	Hotel (2018)	W Hotels (Oct -Nov 2018 Credit Card)		\$258.78
Marketing			Subtotal (hotel)	\$84,639.15
	Save the Date Postcards	Brandon Griggs		\$114.00
	Conference Program	SFA Orientation Programs Office		\$1,043.20
	Photography	University of Houston - Expense paid by Director of Marketing (\$300)		\$0.00
	Name Badges/Signs	TAMU-Central Texas		\$791.48
Gifts			Subtotal (marketing)	\$1,948.68
	Keynote gifts	Paul York		\$215.00
	Speaker gifts	Jamal Smith		\$13.75
	Gift Shipping	TAMU-Central Texas		\$13.35
Refunds/Waived Fees			Subtotal (gifts)	\$242.10
	Refunds			\$2,060.00
	Waived Fees			\$885.00
			Subtotal (refunds/fees)	\$2,945.00

Total Expenses	\$101,105.67
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NET	-\$21,485.67
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