

Event	SD SHRM
Dates	May 18-20
Location	Deadwood, SD
Booth Size	8x10
Attendees	
Partners	
Competition	

Estimated Costs	
Booth Space	\$1,000
Shipping	\$100
Promotion/Giveaways	\$500
On-Site Services	\$500
Collateral	\$500
Travel/Hotel	\$400

Opportunity Cost Analysis	
Total Event Spend:	\$3,000
Total Exhibiting Hours:	20
Number of Staff/Hour	1
Total Staff Exhibiting Hours:	20
Cost Per-Person/Hour:	\$150

Lead Acquisition Cost Analysis	
Total Event Spend:	\$3,000
% Dedicated to Lead Acquisition:	100%
\$ Dedicated to Lead Acquisition:	\$3,000
Total Number of Leads Acquired:	8
Cost per lead:	\$375.00

Revenue Projection	
Total Event Spend	\$3,000
Number of Leads Generated	8
Percentage Expected to Close	20%
Number of Transactions Year One	1.6
Average First Year Revenue/Transaction	30,000
First Year Revenue	48,000
Average First through Fifth Year Revenue	150,000
First through Fifth Year Revenue	240,000
Revenue to Spend Ratio	\$80.00