

(what you hand the hotel sales manager)

Great Event Weekend Annual Spring Conference What We Need - Venue Requirements

350-plus room nights

6,000 plus square feet of conference space for three days

3 servings of snacks/appetizers for 400 people

5 buffet meals, historically about 125 people per meal

(What they see)

“Cha-CHING !”

350-plus room nights

Equals 350 X \$ 100 = \$ 35,000

6,000 plus square feet of conference space for three days

Equals 3 days X \$1,500 = \$ 4,500

3 servings of snacks/appetizers for 400 people

Equals 3 x \$ 7 = \$ 21

400 people = \$ 8,400

Times

5 buffet meals, historically about 125 people per meal

Equals 5 X \$ 12 = \$ 60

Times 125 people = \$ 7,500

Plus bar and incidental spending

Equals \$10 per day X 3 days = \$30

Times 400 people = \$12,000

TOTAL SALES FOR THE VENUE = \$ 67,400 !

Disclaimer: The material presented by NCSF is not offered as legal advice. Remember that situations, laws, and attitudes will vary from place to place and from time to time.

NCSF grants permission for the reproduction of this publication only when reproduced in its entirety and distributed free of charge.