

# CRUNCH THE NUMBERS

Let's explore some sample scenarios.

## SCENARIO 1

### keynote with product demonstrations



Perhaps your organization has a keynote speaker or panel presentation for the first hour. The following two sessions are demonstrations with Q & A. The audience registers once. The basic setup is \$7500. Then we add \$6750 for the 60-minute session and \$4500 twice for the two 30-minute sessions. The cost for this event is \$23,250.

## SCENARIO 2

### demonstration extravaganza



Your organization has been busy making amazing updates. You want to show them off in short demos with Q & A. Several 30-minute sessions make it easy for people to see things quickly. You may want to do some of these presentations concurrently. The audience registers one time for the event.

The basic setup is \$7500. Then we add \$4500 six times. The cost for this event is \$34,500.