

CEO Seminar

Economics of Conference Planning





Location Factors

- Geographical rotation
- Modalities make sense for meeting
- Committee involvement
 - Have members of the agency been active?
 - Especially important for Bus Rodeo and Rail Rodeo.
- Discrimination laws
- City and hotel package
 - EXPO fits into only 8 cities (Anaheim, Atlanta, Chicago, Dallas, Houston, Las Vegas, New Orleans and Orlando).
- Airlift into city
- Dates... avoiding conflicts with holidays and other industry events.
- Host Transit Agency
 - Is there a member agency in the city
 - Are they willing to host? (major meetings only)
 - Do they have the infrastructure and equipment necessary? Bus/Rail only.



Conference Budget Planning

- Major Costs

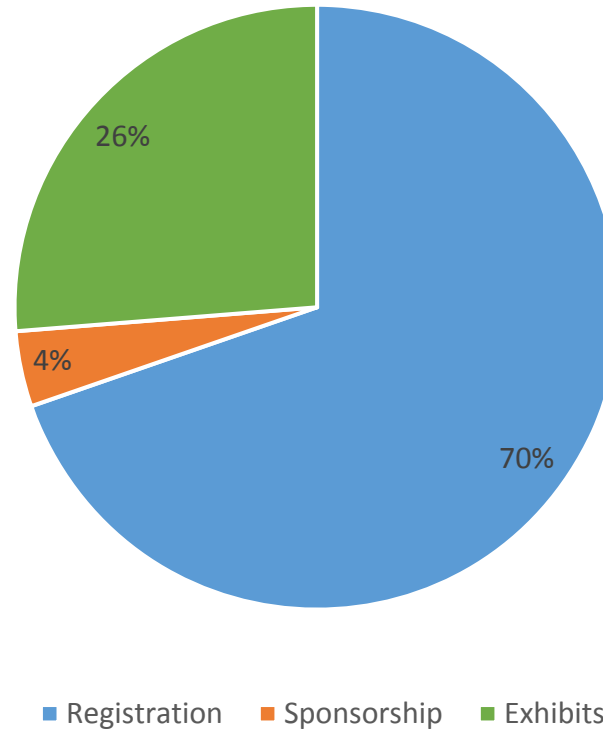
- Labor
- Food and Beverage
- AV
- Sponsorship Fulfillment

- Major Revenue

- Registration
- Sponsorships
- Showcases

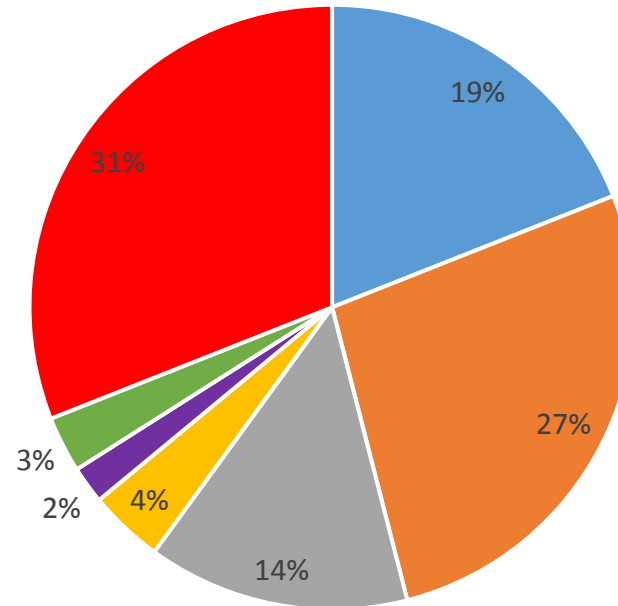
FY 16 Average Revenue Bus, Rail, Annual Meetings

Average Revenue = \$1,327,667



FY 16 Average Expenses Bus, Rail, Annual Meetings

Avg. Expenses = \$973,962



■ Labor/Fringe ■ F&B ■ AV ■ Room Rental & Misc. ■ Travel ■ Gen. Office ■ G&A

Sample APTA Negotiated Hotel Rates

	DC	Reno	Baltimore	Atlanta	Minneapolis
Group Rate	\$333	\$112	\$229	\$214	\$205
Rack Rate	\$430	\$150	\$300	\$259	\$249

*Atlanta contracted in 2012 at a reference rate of \$185. Actual rate for 2017 in process of being confirmed.



Sample Food and Beverage Costs

	DC	Reno	Baltimore	Atlanta	Minneapolis
Coffee	\$99/gallon	\$40/gallon	\$93/gallon	\$112/gallon	\$90/gallon
B'fast Pastries	\$57/dozen	\$28/dozen	\$54/dozen	\$62/dozen	\$54/dozen
Bottled Water	\$6/each	\$2.75/each	\$5/each	\$6.25/each	\$5.75/each
Deli Buffet	\$60/person	\$19/person	\$50/person	\$50/person	\$54/person
Bottle Wine	\$56	\$38	\$49	\$39	\$46
Service Charge	24%	19.5%	23%	24%	22%
Tax	10%	7.725%	6%	8%	10.78%

Sample AV and Package Delivery Costs



	DC	Reno	Baltimore	Atlanta	Minneapolis
LCD Projector	\$615/day	\$395/day	\$525/day	\$660/day	\$455/day
Screen	\$145/day	\$250/day	\$100/day	Included	\$420/day
Wired Mic.	\$100/day	\$35/day	\$50/day	\$65/day	\$65/day
Wireless Mic.	\$245/day	\$100/day	\$150/day	\$195/day	\$175/day
WiFi (500ppl)	\$11,000/day	Comp	\$7,000/day	\$6000/day	\$6,485/day
Labor, ST	\$100/hour	\$47.50/hour	\$85/hour	\$90/hour	\$75/hour
Package Receipt	\$5 each	\$5 each	\$10 each	\$5 each	\$5 each
Service Charge	24%	n/a	23%	24%	22%
Tax	10%	n/a	6%	8%	10.78% ⁸



Sponsorship Overview

- Only APTA members may become sponsors.
- APTA staff solicits sponsorships for major meetings and workshops.
- National Trade Productions handles EXPO sponsorships.



Sponsorships at Major Meetings

- FY 2016 Annual Meeting, \$143,000
- FY 2016 Bus & Paratransit Conference, \$31,000
- FY 2016 Rail Conference, \$103,000

- **FY 2017 Annual, \$124,000 actual, \$148,000 budgeted**
- **FY 2017 Bus Conference, \$36,000 budgeted**
- **FY 2017 Rail Conference, \$100,000 budgeted**



Sponsorships at 2016 Annual

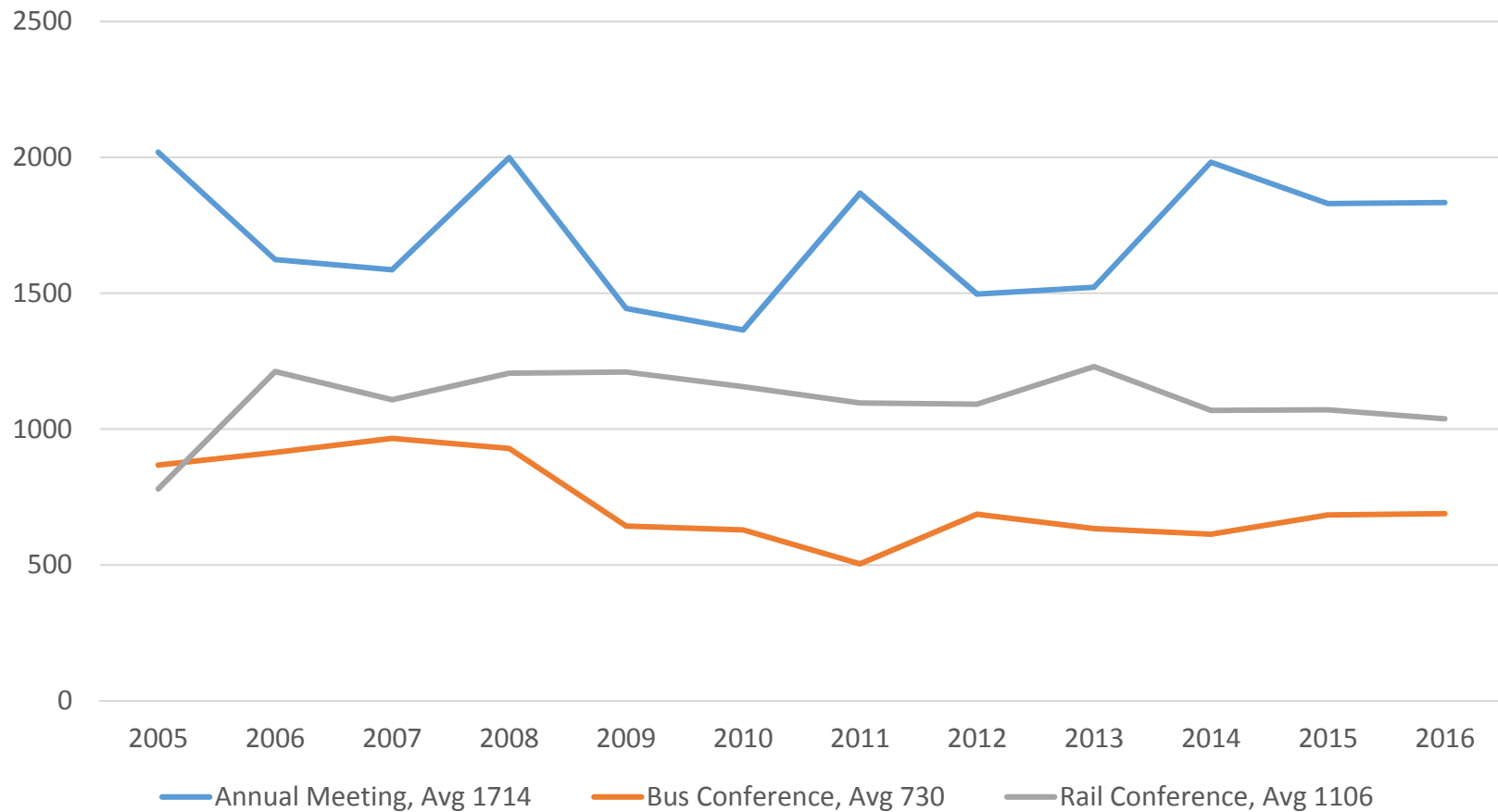
• General Sessions	2 of 4 sold	\$20,000 each
• Welcome Reception	Not sold	\$20,000
• Showcase Lunch	Not sold	\$15,000
• Wednesday Breakfast	Sold	\$15,000
• Educational Sessions (3 for \$7000)	2 Sold	\$14,000
• Hotel Key Cards	Sold	\$10,000
• Awards Lunch	Sold	\$10,000
• Continental Breakfasts	Not sold	\$10,000
• Conference Bags	Sold	\$10,000
• Lanyards	Sold	\$8,000
• Educational Session (1 @ \$3000)	3 Sold	\$9,000
• Light Box	Sold	\$5,000
• General Sponsorship	1 sold	\$3,000
• Conference App	Not sold	-
• Elevator Wrap	Not sold	-
• Escalator Hand Rail Wrap	Not sold	-



APTA's Part of the Deal

- Booking “inside the block”
 - Vitaly important!
 - APTA space and concessions based on room pick-up.
 - Would not be able to book space without room night commitment.
- Minimum food and beverage spend
- Attrition
 - Failure to meet minimum room pick-up could result in hundreds of thousands of dollars in liquidated damages to hotels.
- History, ability to book future meetings
 - Most hotels and venues require a minimum number of room nights to book certain space.
 - Meetings with large space demands but with little sleeping room demand are hard to place (i.e., need all meeting space but only booking 20% of sleeping rooms in hotel).

Major Meeting Attendance History: Annual, Bus, Rail





Future Locations: Bus, Rail, Annual

	Bus	Rail	Annual
2017	Reno	Baltimore	Atlanta
2018	Tampa	Denver	Nashville
2019	Louisville	Toronto	New York City



Locations for 2017 Small Meetings

- BMBG
 - Clearwater, FL
- Transit CEOs Seminar
 - San Diego, CA
- Legal Affairs Seminar
 - Savannah, GA
- Marketing Workshop
 - Tampa, FL
- FareCollection/TransITech
 - San Antonio, TX
- Transit Board Members Seminar
 - Chicago, IL
- Risk Management Seminar
 - San Diego, CA
- Sustainability & Multimodal
 - Minneapolis, MN