

[Convention Update & Planning Meeting

- 2003 Convention Results
- 2004 Planning Update

Budget Update - Stevenson

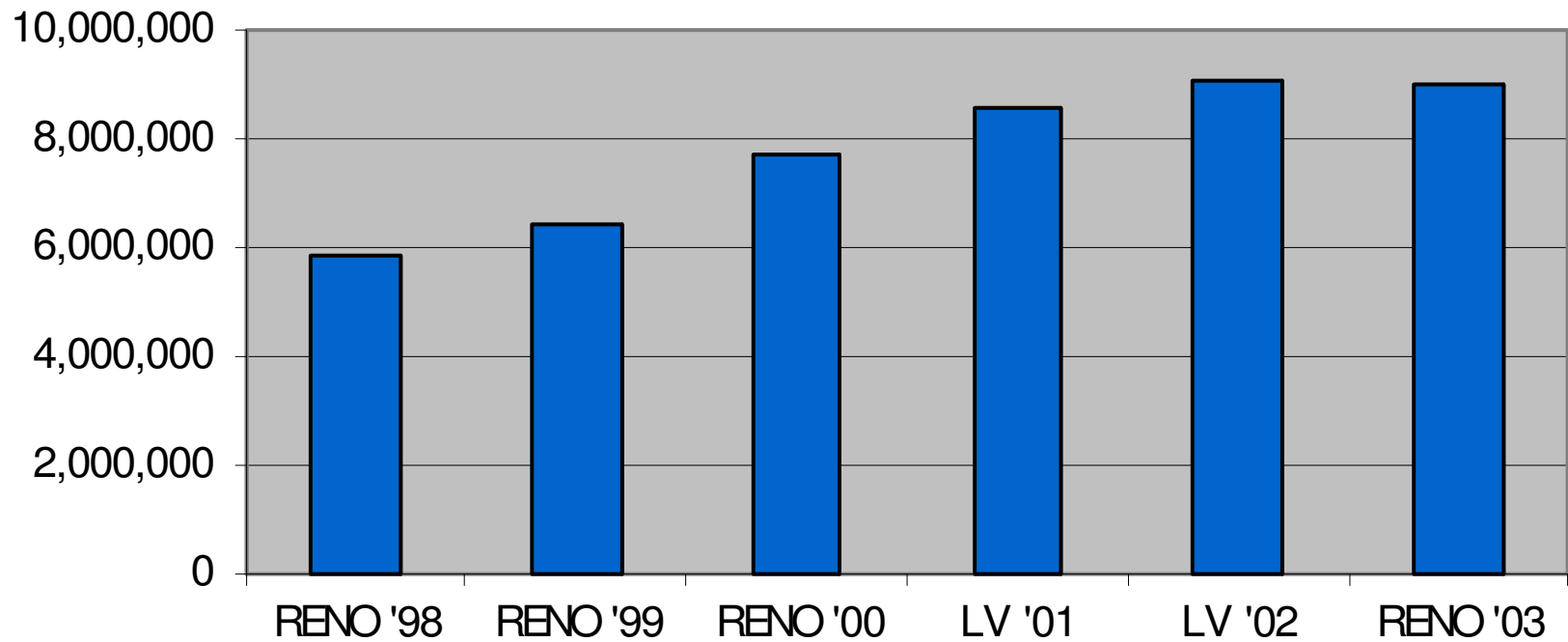
- Latest 2003 figures:
- Summary:
 - Expecting Record Net Income: ~\$4.5M– \$4.6M vs. \$3.8M budget
 - Exceeded Revenue Side of Budget ~ \$600k+
 - Expecting to come in under expense side of budget by ~ \$50 - \$100k

[Hotel Rebate Update

- Hotel Room Rebates: \$ 197,415
 - Room Comps: (1/50) \$ 36,676
 - Other Credits: \$ 20,139
 - Total Rebates: \$ 254,229
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- Note: payments by check vs. hotel bill credits

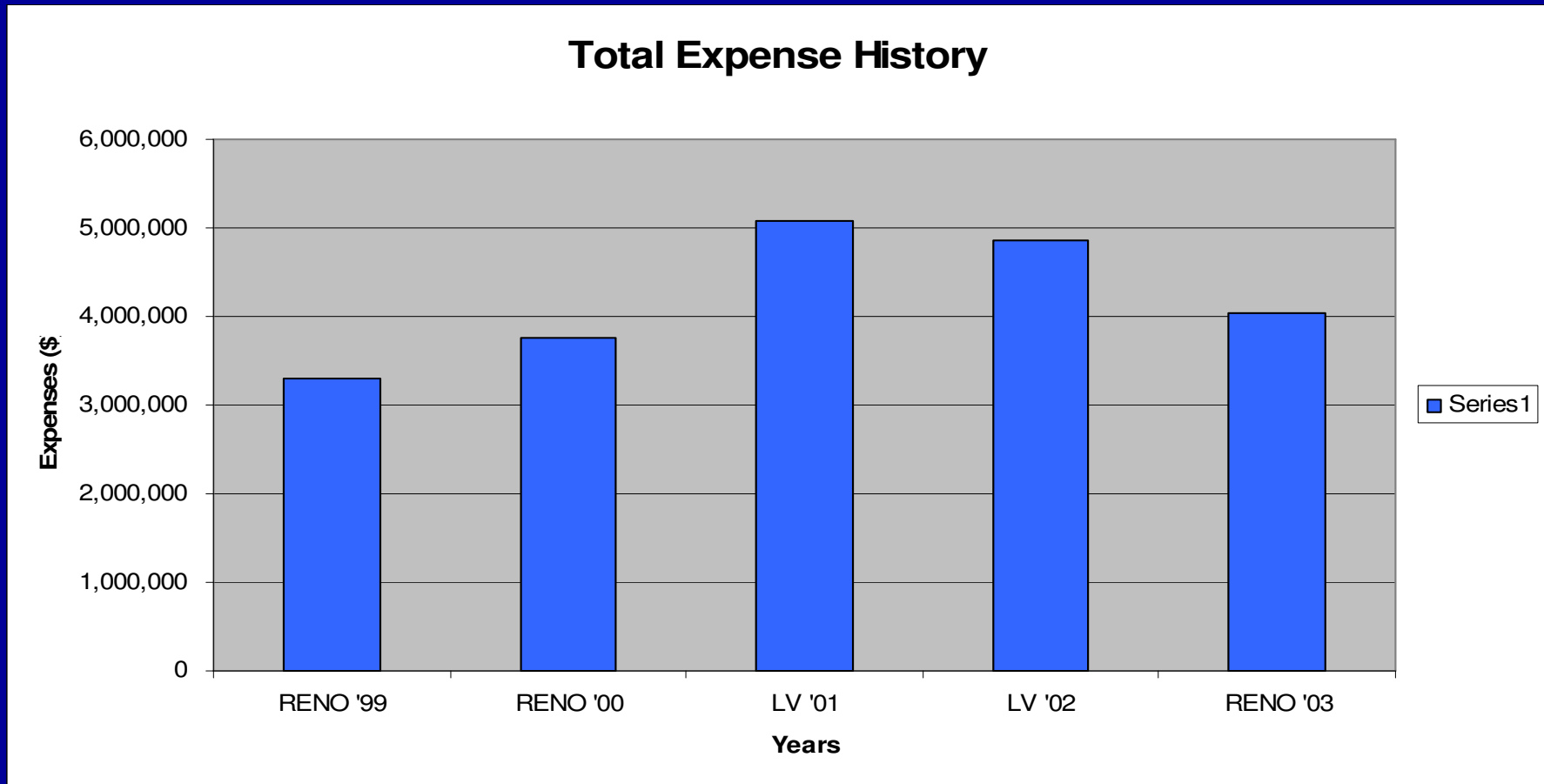
Total Convention Revenues

Growth in Convention Total Revenues



May 2003 Convention Meeting

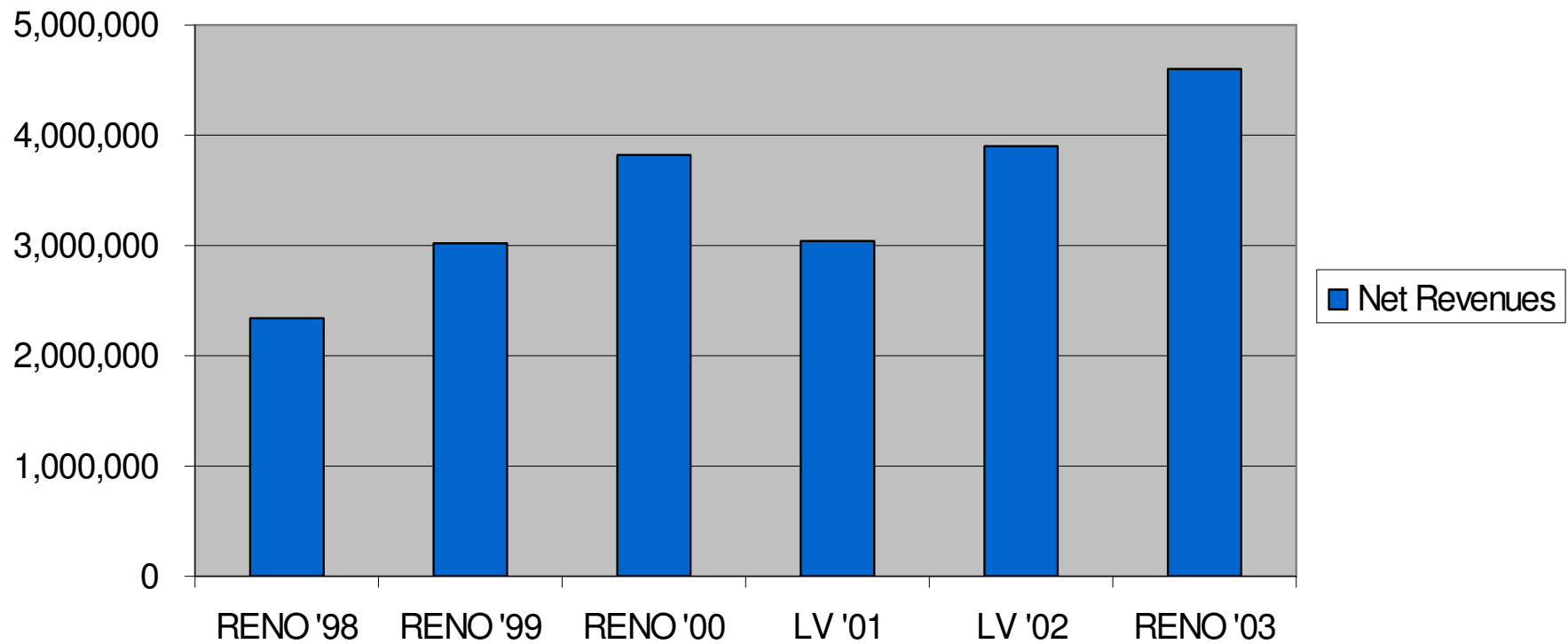
Total Expense History



May 2003 Convention Meeting

Net Income History

Growth in Convention "Net" Revenues



May 2003 Convention Meeting

[Exhibits 2004 Projection

- 2004 Booth Deposits: 739 Companies
- Booth Deposit Revenue: \$916,049
- 2004 Booth Space
 - Prime - 908 @ \$2,100
 - Standard – 939 @ \$1,850
 - Total Space – 1847
- Projected Revenue: \$3,643,950

Marketing Update – Stevenson

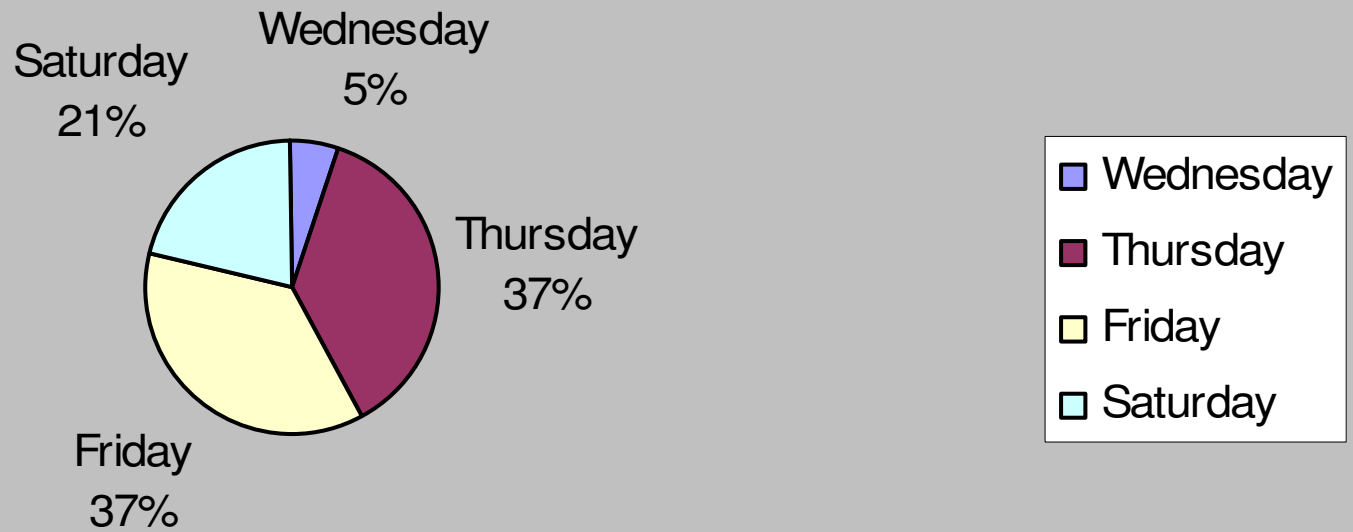
- Handouts
 - Convention Attendance Trends
 - Targeted marketing opportunities
 - Investigating various promotion opportunities
 - N. California
 - Nevada
 - Targeted U.S. Cities w/ direct flights

[Marketing Cont'd

- Airport Update:
 - Reno currently 9,000 seats per day
 - Investigating increased up to 12,000
 - Reno Direct Flights:
 - Phoenix, San Francisco, Sacramento, Los Angeles, Denver, Chicago, Minneapolis, Las Vegas, Dallas, Houston, Salt Lake City, Seattle

[Seminar Attendance

Seminar Attendance by Day



[Evening Event Approach:

- Break even on dinner & Entertainment costs
- Keep dinner prices down
- Bring more people to the dinners
- Make money on evening auctions

2003 Evening Event 'Realities'

- Food & Beverage Costs: \$260,000
- Entertainment Costs: \$116,000
- Production Costs: \$200,000
- Total Costs: \$576,000

- Total Revenues: \$348,000
- Net 'Event' Income: **-\$228,000**

[2004 Recommendations

- Additional Analysis of Evening Entertainment Options
 - Total Budget
 - Consider Investing in the Future
- Suggest Onsite Ticket Sales at Premium Price
 - \$25 more, up to \$125

[Entertainment Update

- Issuance of 1099's for VIP Guests who receive compensation
- 2004 'same show date' Reno and Vegas Entertainer options
 - Dates next year not booked yet
- Contact Washington Speaker Bureau-
Ask about speakers - Done