



SPE-GCS Special Event Pricing Guidelines

Purpose

- To create a set of minimum pricing guidelines for the SPE-GCS groups to use when they are planning a special event outside of the standard “luncheon/networking” format.
- Typically this would be at least a half day event and preferable one or more days.
- Our customers should know what pricing to expect for these types of events, regardless of the SPE-GCS group hosting the event.
- The groups are encouraged to use the “Special Event Budget Template” to help plan their event (see example on page 2). If this is the first time for this event, the spreadsheet **MUST** be filled out and submitted to the SPE-GCS Programs Chair for approval. Depending on the event the group may be required to present their event planning results at a SPE-GCS Board of Director’s meeting.
- The prices shown on the Event Pricing Guidelines table below are “recommended minimums” to use when planning special events. Some events may warrant a higher registration prices.
- It’s important to ensure your per-head registration rate for “Students/Mit, Retired SPE” will be sufficient to cover your per-head event cost. You can use the “Special Event Budget Template” to determine this amount.
- It is also recommended to set a maximum number of “Students/Mit, Retired SPE” registrations you will accept (typically a percentage of the total expected attendance). You can use the “Special Event Budget Template” to determine this amount.
- Established special events that have a historic pricing structure can continue to use this structure as long as the pricing is still relevant to the event recognition and market conditions.
- Exceptions are made for SPEi sponsored events (i.e., ESP Symposium).

Event Pricing Guidelines

	Pre-registered SPE	Pre-registered Non-SPE	Early Bird Registration - SPE	Early Bird Registration - Non SPE	Students, MIT, Retired SPE	Walk-ins
Minimum 1 Day Event Rates	\$125	\$150	\$100	\$125	\$40	\$150
Minimum 2 Day Event Rates	\$250	\$300	\$200	\$250	\$80	\$300
Minimum ½ Day Event Rates	\$70	\$85	\$60	\$75	\$25	\$85



Gulf Coast Section

The Special Event Budget Template has been populated with "example" data so you can see how the template works. Please replace all the fields with your own data to evaluate your event.

SPECIAL EVENT BUDGET TEMPLATE			
Group/Treasurer:	Enter Group & Treasurer Name		
Event	Enter Event Name		
Venue:	Enter Venue Name		
Event Date:	Enter Date		
Event Number:	Enter Event Number		
ATTENDANCE:			
	Fee	Numbers	Revenue
Early Pre-Registered			
Member	\$100.00	50	\$5,000.00
Non-member	\$125.00	40	\$5,000.00
Speaker	\$0.00	6	\$0.00
Price Override (volunteers and sponsor seats)	\$0.00	4	\$0.00
Late Pre-Registered			
Member	\$125.00	10	\$1,250.00
Non-member	\$150.00	10	\$1,500.00
Group Discount			
Group Name	\$75.00	0	\$0.00
Group Name	\$75.00	0	\$0.00
MIT / Students			
MIT	\$40.00	15	\$600.00
Students	\$40.00	15	\$600.00
Walk-in			
Member	\$150.00	2	\$300.00
Non-member	\$150.00	2	\$300.00
Price Override	\$150.00	0	\$0.00
Totals		154	\$14,550.00
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FINANCIALS:			
Event Revenue			Budget
Registration Fees			\$14,550.00
Sponsorship			\$10,000.00
Donations			\$0.00
Other			\$0.00
Total Revenue			\$24,550.00
Event Expenses			
Venue, PA system, Projector, etc			\$0.00
Social / Happy Hour			\$3,000.00
Books, Pens, and misc. supplies			\$1,250.00
Program Printing			\$625.00
Banners			\$500.00
Catering - Breakfast			\$1,250.00
Catering - Lunch			\$1,875.00
Catering - Coffee, Tea, and water			\$625.00
Door prizes			\$1,000.00
Speaker Gifts			\$750.00
Staff Magnet Badge			\$150.00
Thank you cards, etc			\$20.00
Name tags, Misc Stationary items			\$50.00
Photographer			\$150.00
Poster contest prizes			\$0.00
Total Expense			\$11,245.00
Statistics			
Registration revenue per attendee			\$94.48
Net income per attendee			\$86.40
Event Net Income			\$13,305.00