

#2A

	2018 New Orleans	2017 Chicago	year over year	2018 Budget	to budget	% to budget
Advertising	\$ 404,550.00	\$ 388,303.00	\$ 16,247.00	\$ 400,000.00	\$ 4,550.00	0.01
Exhibits	\$ 2,964,587.50	\$ 3,028,550.00	\$ (63,962.50)	\$ 3,005,000.00	\$ (40,412.50)	-0.01
Registration	\$ 2,507,571.00	\$ 2,463,320.00	\$ 44,251.00	\$ 2,600,375.00	\$ (92,804.00)	-0.04
	\$ 5,876,708.50	\$ 5,880,173.00	\$ (3,464.50)	\$ 6,005,375.00	\$ (128,666.50)	-0.02
Hotel Rooms						
Peak Night	7,598					
Total Room Nights	32,269					
	New Orleans	Chicago	Orlando			
Paid Registration	10,018	12,962	9,048			
Comp Registration	834	926	1,065			
Total Attendees	10,852	13,888	10,113			
Total Exhibitors	4,476	5,610	4,141			
Total	15,328	19,498	14,254			