

# EXHIBIT 2

DRAFT EVENT BUDGET	
Florida 2015 International Trade & Cultural Expo	Forecasted Amount
Expense Categories	
Audio-Visual (Should get Discounted)	15,000.00
Advertising	2,000.00
Awards	200.00
Communication	
Walkie Talkies -Nextels	5,000.00
Internet -wifi	
Decoration (Should get in-kind)	3,000.00
Linens	
Flowers	
Rope & Stanchion rental	
Pipe and Drape	
Furniture	
Designer Fees	in kind
Entertainment	2,500.00
Dancers	
Singers	
Models	
Stage Performers	
Event Administration & Management	40,000.00
Food & Beverage (Average in a 30% discount per contract)	
Breakfast Day 1 \$20 x 2,000people	28,000.00
Breakfast Day 2	28,000.00
Lunch Day 1 \$30 x 560ppl	11,760.00
Lunch Day 2 \$30 x 560ppl	11,760.00
Dinner Day 1 \$50/pp x 560ppl	19,600.00
Reception Day 1 \$25 x 250ppl	4,375.00
Snacks -mid breaks	incl in venue price
Volunteer & Vendor Meals \$18 x 150 x 2 days	3,150.00
Gifts	300.00
Hotel Rooms 20 speakers x \$185 per room x 2 days (should get disc	7,400.00
Off-Site Events	
Rentals	
Permits	
Proof of Insurance	
Liquor License	
Clean Up Crew (if outside)	
Set-Up Crew & Rental Equipment for set-up	
Marketing (work with HelloSunny.org comped?)	10,000.00
Petty Cash	

Photography	2,500.00
Printing	6,500.00
Registration	2,000.00
Registration Vendor	
Printer for Registration	
Credit Card Payment Option	
Shipping	500.00
Speaker Fees	5,000.00
Staff Labor	
Supplies	2,500.00
Translations/Interpretation	5,000.00
Transportation	
Airfare	7,500.00
Water Taxis	get comped
Bus	get comped
Taxi	150.00
Venue	donated
Videography	3,000.00
Other (specify):	
Website Design & Maintenance (Office of Public Communications handles?)	

<b>Sub-total of Expenses</b>	<b>226,695.00</b>
<b>Revenue Sources</b>	
Sponsorships	150,000.00
In-Kind Donations	100,000.00
Exhibitors Tier 1 \$1500 @ 10 booths both days	15,000.00
Exhibitors Tier 2 \$800 @ 100 booths both days	8,000.00
Exhibitors Tier 3 \$500 @ 75 booths both days	37,500.00
Tickets Expo Only \$45 @ 2,000 ppl both days	90,000.00