

Event Overview

AAD 61st Annual (05/01/2007) - San Francisco, CA

GENERAL INFORMATION

Name	Metro	Start Date	End Date	Event Type	Attendees	Personnel	Business Unit
AAD 61st Annual	San Francisco, CA	Tue. May, 01 2007	Thu. May, 03 2007	Tradeshow	15,000	5	Marketing

BOOTH INFORMATION

Name	Location	Booth Number	Configuration	Size	Floor Space	Cost per foot	Floor Space Cost
10 X 20		4857	Standard	3 X 3 m.	3 X 3 m.	\$0.00	\$0.00

CONTACT INFORMATION

	Name	Address	Phone	Mobile	Afterhours
Coordinator	Tyler James - Sales Associate	2204 Boyer Ave East #118 Seattle	(206) 286-7677 ext: 107	(206) 555-0573	
Venue	Moscone Convention Center	747 Howard Street San Francisco, ME	(415) 974-4000		
Sponsor	American Academy of Dermatology				
General Contractor	Champion Exposition Services	10215 South Painter Ave Santa Fe Springs	(562) 941-8404		
Labor Contractor	GES Exposition Services	N25 W23040 Paul Road Pewaukee	(262) 574-4940		

PERSONNEL

Name	Arrival	Departure	Station	Roll	Badge Type	Shirt Size	Confirmed?	Mobile
Andy Shirey	Sat. Mar, 24	Wed. Mar, 28		Booth Captain				(206) 555-9837
Craig Hanson	Sat. Mar, 24	Wed. Mar, 28		Booth Captain			<input checked="" type="checkbox"/>	(201) 555-2521

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EVENT SCHEDULE

Start	End	Activity	Personnel
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Wednesday - (8/1)

10:00 AM	4:00 PM	Booth Duty	Andy Shirey, Chris Conklin, Craig Hanson
10:00 AM	4:00 PM	Exhibit Hours	

Thursday - (8/2)

9:00 AM	1:00 PM	Booth Duty	Andy Shirey, Chris Conklin, Craig Hanson
9:00 AM	1:00 PM	Exhibit Hours	

Friday - (8/3)

10:00 AM	4:00 PM	Booth Duty	Andy Shirey, Chris Conklin, Craig Hanson
10:00 AM	4:00 PM	Exhibit Hours	

MEASUREMENTS

Name	Description	Target	Actual	Variance (Units)	Variance (Percent)
A Leads		50	24	-26.00	(52.00%)
A Leads		20			

Average: (52.00%)

BUDGET

Item	Qty	Amount	Total Amount	Notes
Airfare	2	\$300.00	\$600.00	

Total: \$600.00

EXPENSES

Item	Account Code	Amount	Invoice Date	Invoice Number	Paid	Business Unit	Description
Airfare		\$1,916.00	5/16/2007		?	Marketing	
Electrical Service		\$1,916.00	5/16/2007		?	Marketing	

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EXPENSES

Item	Account Code	Amount	Invoice Date	Invoice Number	Paid	Business Unit	Description
Porter Service		\$6,202.00	4/18/2007		☺	Marketing	
Freight to show		\$3,500.00	4/17/2007		☺	Marketing	
Promotion Expense		\$3,000.00	5/29/2007		☺	Marketing	
Booth Fee		\$10,200.00	1/9/2007		☺	Marketing	
Labor - Install/Dismantle		\$25,000.00	7/24/2007		☺	Marketing	
Labor - Install/Dismantle		\$25,000.00	7/24/2007		☺	Marketing	
Drayage		\$8,000.00	7/18/2007		☺	Marketing	
Airfare		\$1.00	7/6/2007			Marketing	
Booth Cleaning		\$2.00	7/6/2007			Marketing	

Total: \$84,737.00

Lodging

Name	Check In	Check Out	Nights	Confirmation Number	Awards Number	Notes
Hotel Del Monaco Ph: (206) 555-3584 456 3rd Avenue Seattle, WA 98102 Check In/Out: 1:00 PM / 11:00 AM						
Andy Shirey	Fri, Jul 06	Fri, Jul 06	0			

Travel

Depart Date	Depart Time	Arrive Time	Airline	Flight Number	Confirmation Number	Seat	Seat Type	Awards Number
Chris Conklin								
ALLENTOWN, PA (ABE) to SIOUX FALLS, SD (FSD)								
Fri, Jul 06	9:00 AM	9:20 AM						