

Invest in Your Business

- Make Money
- Network
- Garner New Contacts
- Enhance Skills
- Test Products
- Develop Content
- Brainstorm
- Shoot Images/Video
- Build Relationships
- Stay on the Cutting Edge
- Can Interviews, and
- Have Some Fun

Conference is an amazing business value
 You can't afford not to attend



It's A Smart Business Decision

Conference/Costs	Benefits/Values
Registration \$230	12 Business Sessions @\$100 = \$1,200
Airfare/Travel \$450	Content Generation, Just Two Stories = \$800
Hotel \$400	10 Images @\$100 = \$1,000
Airport Trans \$50	One New Business Partnership = \$500
Food \$50	Advocacy – Copyright Panel = \$300
Four Days Out of Office \$1,200	
Total Cost \$2,380	Total Basic Benefit = \$3,800
Initial Income Realization	\$1,420
Additional Costs	Additional Possible Benefits
None	1 in 65 Opp. To Win Computer = \$500
None	Auction Opps. = \$100 or more in savings
None	1 in 65 Opp. To Win 2012 Conference = \$230
None	Pre- or Post-Conference Trips Costs = \$350
None	Conference Welcome Pack = \$200
None	Meet With 60 CPs in Two Days = \$1,200 (at just a \$20 value per connection)
Total Income/Benefit Realization	Immeasurable & Invaluable