2014 Convention Financial Report

Revenue:	2014 Budget	2014 Actual	Difference
Operator Registrations	$37,000	38,840	*1,840*
Supplier Registration	$72,000	71,254	*- 746*
Sponsorship	$180,000	191,500	*11,500*
Presidential Suite/Studio & Regency Room Rental	$19,000	15,600	*- 3,400*
Trade Floor Revenues (includes delegates)	$40,000	51,132	*11,132*
Event/Meal Tickets	$4,000	4,570	*570*
Total Revenue	**$352,000**	**372,896**	*20,896*
Expenses:			
FDFA Travel	$1,500	1,406	*- 94*
Hotel Invoice	$88,182	90,754	*2,572*
Contract Credits	-$26,000	- 24,000	*- 2,409*
Toronto Tourism Credit	-$8,000	- 7,100	*900*
Photography & Video	$7,000	7,854	*854*
Standard Audio Visual Needs (Ops Meeting, Welcome Reception, Gala)	$10,000	13,237	*3,237*
Trade Floor Expenses	$15,700	14,905	*- 795*
Fun Night	$11,500	9,928	*- 1,572*
Welcome Reception & Hospitality Lounge Décor	$6,000	4,042	*- 1,958*
Administrative Expenses	$9,500	10,918	*1,418*
Convention onsight Intern	$1,000	1,000	-
Credit Card Processing	$4,000	4,836	*836*
Total Expenses	**$120,382**	**127,779**	*7,397*
Net Profit / (Loss)	**$231,618**	**245,117**	*13,499*

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2014 Convention Sponsorship Event	Sponsor	2013	2014 Target	2014 Confirmed
Sunday Operators Breakfast	Joanel	1,000	1,000	**1,000**
Sunday Operators Lunch	**Diageo**	6,000	6,000	**6,000**
Sunday Op's AM & PM Coffee Breaks	**Godiva**	3,500	3,500	**3,500**
Welcome Reception and Hospitalilty Lounge Package				
Welcome Reception/Lounge	**Russian Standard (Remy Cointreau)**	2,000	4,000	**4,000**
Welcome Reception/Lounge	**Diageo**	8,000	6,000	**4,000**
Welcome Reception/Lounge	**Peter Mielzynski Agencies**	5,000	6,000	**6,000**
Welcome Reception/Lounge	**Bacardi Canada**	3,000	4,000	**4,000**
Welcome Reception/Lounge	**Patron**	3,000	4,000	**4,000**
Welcome Reception/Lounge	**Pernod Ricard**	4,000	6,000	**6,000**
Welcome Reception/Lounge	**Molson**	5,000	6,000	**6,000**
Welcome Reception/Lounge	**Peller Estates**	0	2,000	**2,000**
Welcome Reception/Lounge	~~**Imperial Brands**~~		-	
Welcome Reception/Lounge	~~**Vincor**~~	1,500	2,000	
Welcome Reception/Lounge	**Duty Free Americas**	5,000	5,000	**5,000**
Welcome Reception/Lounge	**Jaan Inc.**	1,000	2,000	**2,000**
Welcome Reception/Lounge	**Proximo Spirits**		2,000	**2,000**
Welcome Reception/Lounge	~~**Haleybrooke**~~			
Welcome Reception/Lounge	**Mark Anthony Brands**		2,000	**2,000**
Welcome Reception/Lounge	**Lifford Wine and Spirits**	500	4,000	**2,000**
Welcome Reception/Lounge	~~**Beam**~~		2,000	
Welcome Reception/Lounge	**Tito's Handmade Vodka**		2,000	
Welcome Reception/Lounge	**Brown-Foreman**		2,000	**2,000**
Lounge Patio	**JTI-Macdonald**		5,000	**5,000**
Lounge only	**Labatt**		6,500	**2,000**
Welcome Reception/Lounge	**Don Good Tequila**			**6,000**

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Total Welcome Reception and Lounge		*38,000*	**72,500**	**64,000**

Monday Breakfast	**RBH (included below)**			
Monday TFWA Lunch	**TFWA**	*11,000*	11,000	**11,000**
Tuesday Breakfast	**RBH (included below)**			
Tuesday Lunch	**JTI Macdonald Corp**	*10,000*	10,000	**10,000**
FUN NIGHT		*5,000*		
	Proximo Spirits		10,000	**10,000**
Wednesday Breakfast	**RBH**	*25,000*	15,000	**15,000**
Wednesday Lunch	**RBH**			
Gala Dinner	**Imperial Tobacco**	*50,000*	50,000	**50,000**
Gala Wine (donated product)	**Mission Hill**		500	**500**
Gala Wine (donated product)	**Mission Hill**		500	**500**
Sparkling Wine (donted product)	**Mission Hill**		500	**500**
Gala Ice Wine (donated product)	**ALFA Brands/Pilliterri**		500	**500**
Gala Beer	**Labatt's**	*2,000*	2,000	**1,500**
Gala Dessert	**Jaan Inc.**		1,500	**1,500**
Gala Cocktail	**Proximo Spirits**	*3,000*	-	
Gala Video	**Pernod Ricard**	*4,000*	4,000	**4,000**
Trade Floor Coffee Breaks	**Godiva**	*-*	-	**-**
Ticket book Printing		*-*		
Suite Sign Board & Listing Sheets	**Turkey Hill**	*1,000*	1,500	**1,000**
Protein Smooth Station	**Turkey Hill**		500	**500**
Registration Bags	**DFX - 200 bags**			
Name Badge Holders	**Labatt**	*1,000*	1,500	**1,500**
WIT Breakfast	**JOANEL**		1,000	**1,000**
First China Tobacco	Full page ad in Directory, Welcome Reception plus coupon in Reg.		10,000	**8,000**
TOTALS		*160,500*	***203,000***	***191,500***

Target	**180,000**	**106%**