

FDFA Convention Registration Rate Benchmarking Review 2017



On a regular basis, the FDFA conducts an assessment/benchmarking exercise to review the current convention registration fees to ensure they are inline with other industry conferences. Below are the FDFA’s registration rates 2015-current. On page three you will note a chart outlining various variables pertaining to convention costs, compared to the FDFA Convention.

NOTE – the FDFA is the only event that includes breakfast/lunches for some of their registration categories – IAADFS and TFWA do not include meals.

In 2015 the FDFA reduced the third/fourth and fifth buyer registrations to encourage travelling stores to bring their additional buyers and partially compensate for the additional travel costs. In 2016 the operator/buyer registration were increased back to the same rates as in 2014 (Toronto).

Recommendation: to not change the operator and supplier delegate registration rates but increase the individual Welcome Reception ticket by \$5, Gala ticket by \$10 and Social Events Package by \$10 to account for increased beverage corkage costs.

Category	2015 Vancouver	2016 Toronto	2017 Montreal EARLY BIRD	2017 after Sept. 1
<u>OPERATOR/BUYER</u>				
ADDITIONAL (SECOND)	\$740	\$740	740	850
THIRD	\$555	\$555	555	640
FOURTH, FIFTH ETC.	*\$370	\$455	455	525
DAY PASS (includes event/meals but no gala) <i>*does not include \$20 donation or Gala ticket</i>	*\$185	\$455	455	525
	*\$200	\$200	200	240
<u>SUPPLIERS</u>				
BASIC SUPPLIER (incl. events only)	\$570	\$570	570	860
FULL SUPPLIER (includes events/meals)	\$750	\$750	750	650
DAY PASS (includes event/meals but no gala)	*\$240	*250	250	270

TRADE FLOOR BOOTHS					
Members:					
8x10 (incl. 2 delegates no events/meals)		*1,200	\$1,200	(10x10) 1,200	1,200
8x20 (incl. 3 delegates no events/meals)		*1,800	\$1,800	10x20) 1,800	1,800
Non-Members:					
8x10 (incl. 2 delegates no events/meals)		*1,600	\$1,600	(10x10) \$1,600	\$1,600

Individual Meal/Event Tickets and Packages Per Person	2015	2016	2017 (with tax)		
Breakfast per meal	\$42	\$42	\$45		
Lunch per meal	\$55	\$55	\$55		
Meal Package (all breakfast/lunches Mon, Tues, Wed.)	\$200	\$200	\$200		
Welcome Reception per person	\$120	\$120	\$125		
Fun Night per person	\$75	\$75	\$75		
Imperial Gala Evening per person	\$200	\$200	\$210		
Social Events Package (applies to Trade Floor Exhibitors)	\$250	\$250	\$260		

Registration Comparisons – Industry Related Conventions

Association	Duration of Convention	2016/2017 Delegate Early Bird Rates		Daily Rate (duration ÷ rates)	Additional Delegate Discounts	Day Passes	Total Attendance
FDFA Convention 2016	4 days operators	Buyers 1 st = \$740 2 nd = \$555 3 rd or more = 455	Includes breakfast/lunches and all evening social events	\$185 \$139 \$114	Yes 25-38%	\$220	200-250
		Exhibitors - Suites \$750* or \$570*	\$750 Incl. social events, breakfast/lunches \$570 incl. social events, NO breakfast/lunches *Plus cost for their suite	\$250 or \$190 Plus suite	None		
	3 days supplier	Exhibitors - Booths \$15 sq.ft \$1,200 (8x10.)	Includes: pipe/drape booth, table, power, plus, access for 2-4 delegates NO breakfast/lunches or events (purchased separately)	\$300	2/4 included		
IAADFS Conference 2017	3 days	Buyers \$350 USD	Includes 3 social events (Opening Reception, Gala, Club Americas) <u>NO</u> breakfast/lunch	\$117	None	none	2,400
		Exhibitors \$350 USD plus exhibit space (below)	Includes access to exhibit hall, education sessions and 3 social events (Opening Reception, Gala, Club Americas) <u>NO</u> breakfast/lunch	\$117 Plus booth below	None		
		Booths \$19.50 USD sq.ft. \$1,560 USD (8x10)	Exhibit space and freight handling included (power for booths extra) – plus delegates must pay the above registration fee	\$520 USD	None		
TFWA – Cannes Conference 2016	4 days	Buyers \$145 € (\$206 CAD)	Includes Opening Cocktail, workshops, Gala <u>NO</u> breakfast/lunch Tickets to The Scene(lounge) are extra	\$52 CAD	None	none	6000
			Free access (pre-registered only) for buyers - Exhibit Hall <u>Only</u> – no meals, events or workshops				
		Agents/Distributors Exhibiting: \$310 € (\$441 CAD) Non-Exhibiting: 495 € (\$704 CAD)	Includes Opening Cocktail, workshops, Gala <u>NO</u> breakfast/lunch Tickets to The Scene(lounge) are extra	\$110 CAD or \$176 CAD	None	None	
ASUTIL	4 days	Buyers (no fee)	Includes cocktail, Gala and 2 lunches	\$0	None	None	300
		Suppliers \$500 USD Booths \$1,500 USD	Includes cocktail, Gala and 2 lunches	\$125 USD plus \$375/day booth			