

Botany2023 Financial Risks Assessments



Botany2023 Financial Overview

The conference Costs Divided between On-site and Virtual

	Overall Cost Base	Fixed or Variable	On-site Attendance Impacts	Virtual Attendance Impacts
Personnel and Expenses	\$98,800	Fixed	No Base Impact	No Base Impact
Registration Expenses	\$9,500	Fixed	No Base Impact	No Base Impact
Office / Volunteer / Other Expenses	\$11,600	Fixed	No Base Impact	No Base Impact
Transportation Expenses	\$0	N/A	N/A	N/A
Child Care Expenses	\$12,000	Potential Savings	Cost reductions with usage payments	Reduces Need for Service
Exhibit Hall Expenses	\$7,000	Fixed	No Base Impact	No Base Impact
Software Platforms	\$56,000	Fixed	No Base Impact	Requires Higher Cost for Programs/Platform
Audio/Visual	\$90,000	Fixed	No Base Impact	Requires Higher Cost for On-site Room Technology
Botany in Action	\$1,050	Slight Variable	Attendance Impacts	Reputational impacts due to lack of volunteers
Printing Costs	\$5,000	Fixed	No Base Impact	No Base Impact
Minimum Food and Beverage Cost Fee (FIXED)	\$125,000	Variable	Higher volumes offset Fixed Food cost requirement, lower volumes increase potential loss on Food & Beverage	Higher Volume Could Result in Significant Food & Bev LOSS
Ticketed Food & Beverage Events		On-site Variable		
Workshops		On-site Variable	Potential Volume Impacts	Can not Attended workshops
Field Trips		On-site Variable	Potential Volume Impacts	Higher Volumes Could Result in per Attendee Cost LOSS
Total Costs	\$415,950			
Conference Subsidies	(\$50,000)	Estimated		
Potential Grand Total	\$365,950			

Category	Amount	Cost Basis	Potential Financial Risk
Personnel and Expenses	\$98,800	Salary, travel, food & lodging for the Botany2023 staff.	Essentially fixed costs, some variability due to airfares.
Registration Expenses	\$9,500	Registration platform, & badges	Slight variability based on overall attendance
Office / Volunteer / Other Expenses	\$11,600	Basic office supplies & volunteer shirts	Minimal risk
Transportation Expenses	\$0	No shuttles expected	Minimal risk
Child Care Expenses	\$12,000	Upfront cost for services	Could be some saving offsets from user hourly fees for childcare, generally not significant volume of user's so low risk.
Exhibit Hall Expenses	\$7,000	Exhibit Hall setup costs and poster board rental	Minimal risk
Software Platforms	\$56,000	New Registration, Abstracts and Presentation hosting platforms to enable on-site & virtual presentations	The addition of virtual capability required a higher technology capability to enable virtual attendance. Could be significantly less expensive if only used for on-site; (back to a PC and projector in each room)
Audio/Visual	\$90,000	Presentation equipment in each presentation room to enable both on-site and virtual attendance	The largest pre-covid to present cost increase. Costs are approaching 3-times pre-covid costs due to increased technology requirements.
Botany in Action	\$1,050	Transportation, lunch, and volunteer shirts all based on volunteer attendance	While production costs are not a factor, there is potential reputational costs if virtual attendance significant reduced on-site volunteers

Category	Amount	Cost Basis	Potential Financial Risk
Printing Costs	\$5,000	Room signs and informational flyers	Printed well in advance – Low risk
Minimum Food and Beverage Cost Fee (FIXED)	\$125,000	Contracted to spend at least \$125,000 for Food & Beverage services in the venues or pay the minimum.	This is potential high risk if on-site attendance is less than sufficient to consume \$125k in Food and Beverage. This can be for both conference wide events like the breakfasts and could be offset by ticketed events
Ticketed Food & Beverage Events	TBD	Cost of ticketed events purchased by on-site attendees	This is designed to help off-set the \$125,000 fee above
Workshops	TBD	Cost of ticketed workshops for on-site attendees.	Low pre-sales of workshops can result in workshop cancellation impacting those who desire to attend.
Field Trips	TBD	Cost of ticketed field-trips for on-site attendees.	Low pre-sales of Field-trips can result in Field-trip cancellation impacting those who desire to attend.
Potential Subsidies – exhibits, comp registrations, symposia support etc.	(~\$50,000)	Payments from all sources to help offset attendee costs, such as Child-care stipend, Complimentary registrations, sponsorships, etc.	An estimated \$50k of subsidies is already calculated in the registration fees, if those expectations are not fulfilled, overall conference P&L will be negatively impacted.



Projected Income based on Botany 2022 attendance and the new registration rates.

Just registration Income not ticketed events and etc.

Based on Botany2022 Attendance Ratios and Botany2023 Fees

Total Attendees	Onsite attendees	Virtual Attendees	Total Registration Fees	Onsite Fees	Virtual Fees
1250	784	466	\$319,881	\$238,300	\$81,581
1200	752	448	\$307,000	\$228,800	\$78,200
1150	721	429	\$294,200	\$219,300	\$74,900
1100	690	410	\$281,500	\$209,800	\$71,700
1050	658	392	\$268,700	\$200,200	\$68,500
1000	627	373	\$255,900	\$190,600	\$65,300
950	596	354	\$243,100	\$181,100	\$62,000
900	564	336	\$230,315	\$171,600	\$58,715
850	533	317	\$217,500	\$162,000	\$55,500
800	502	298	\$204,700	\$152,500	\$52,200
750	470	280	\$191,900	\$143,000	\$48,900
		50			\$15,300
	800			\$243,300	
	900			\$273,600	