



SMALL MEETINGS FUND

Establishing a Registration Fee

Begin with estimating a reasonable number of attendees. Divide the total expenses from the budget worksheet by the number of projected attendees. The result of this calculation the “per person” fee necessary to break even on the direct costs of the meeting.

To establish a formal registration fee, you will want to increase the fee to an amount that (1) is in keeping with other similar offerings in your area, and (2) that is sufficient to cover the indirect expenses (e.g., designing the meeting, planning, processing registrations) associated with conducting a meeting. While this varies by location, it is not uncommon for such rates to be upwards of 30 percent or more.

A sample illustration:

Step #1: Determine the base cost per attendee

Total direct expenses	=	\$3,000
Total number of anticipated attendees	=	70
Break-even rate per attendee	=	\$ 43

Step #2: Pricing your meeting for the public

(1) Area seminars/meetings average	=	\$ 59
(2) Allowing 30% as overhead (indirect expenses)	=	\$ 55

(\$3,000 x 30% = \$900 / 70 attendees = \$12. So, \$43 + \$12 = \$55)

In this scenario, the meeting is probably best advertised at \$59.

Obviously, there may be other considerations to be met when pricing your program. This information is provided solely as a guide.