

ABC Pharma - AAAA Cost Per Analysis

14-Sep-06

Element	Investment	Impressions	Interactions		Cost Per
			Target	Actual	
<b>Promotions</b>					
Concert Support Flier	484		2700/2850		\$0.17
Walk-Run-a-Thon promo	7840		800		\$9.80
170 joggers/606 walkers registered for the event. These attendees were impacted by the initial promotion and took the call for action to register.					
Show Daily Advertising	19730	5500x3 days = 16,500		16,500 est	\$1.20
We estimate that an attendee at a healthcare event reads the Show Daily no more than on time per day. With 5500 estimated audience and a 3 day event, we have used 16,500 for overall impressions for advertising in the Show Daily.					
Detail Validation Card	21.68		2300		\$0.01
<b>Promotional Products/ Premiums</b>					
Feather pen	\$ 1,971.25			\$ 475.00	\$4.15
Note pads	\$ 395.00			\$ 500.00	\$0.79
Highlighters	\$ 687.50			\$ 1,250.00	\$0.55
Exercise bands	\$ 22,883.00			\$ 1,868.00	\$12.25
<b>Qualified Leads / Contacts</b>					
	\$ 220,000.00			905	\$ 243.09
insulin IQ cards	\$ 220,000.00			2168	\$ 101.48
The cost per contact / qualified lead is high, but compared to an office detail or not being able to see them at all, this cost per contact does not seem onerous. The same consideration should be given to the cost per Insulin IQ card completed. Considering that the attendees had a face-to-face interaction with a ABC Pharma staffer and they participated in an interactive product presentation, this is a positive investment. According to HCEA the cost per qualified lead for a healthcare industry exhibitor is \$262.00 per lead. Your cost per lead compares favorably with their industry benchmark					

<b>Live Presentation</b>	<b>\$75,990</b>							
Day 1	267							
Day 2	284							
Day 3	139							
	690						\$110.13	
	25% of the attendees that visually were attracted to the exhibit, were attracted to the Live Presentation area, therefore an additional 1540 impressions (minimum) were made. The impression received by the 690 that actually attended the presentations were significantly more impactful than those that just walked by and viewed the activity.							\$34.04

<b>Sponsorships</b>								
Preliminary and Advanced Program	\$ 8,750.00			5500 x 3 days = 16,500			\$0.53	
Back cover of Program	\$ 8,750.00			5500 x 3 days x 2 =33,000			\$0.26	
Program Book Dividers	\$ 7,500.00			5500 x 3 days x 2 =33,000			\$0.23	
Junior page advertisement	\$ 7,300.00			5500 x 3 days = 16,500			\$0.44	
<b>Concert</b>	\$ 566,500.00					2200	\$257.50	
	Considering that you have this audience captive without competition, this relatively high cost per person reached is well within reason							
<b>Walk-Run-a-Thon</b>	\$ 82,840.00					450	\$184.08	
	\$75,000 + \$7840 promo							
				876 registered			\$94.57	
				5500			\$15.06	
	There are several benefits for being the sponsor of this event over a two decade period besides cost per person impacted. In the end it becomes and economic decision as to its benefit. On a strict cost per person impacted by being a participant in the Walk-Run-a-Thon, it calculated to be \$181.27 per person. When looking at the event from a per person who registered, received a number and a "tee" shirt, it calculated to be \$94.57 per person, but on an impression per person, the investment was \$15.06 per person to achieve top of mind awareness of your sponsorship.							



Exhibit Area		PerCent Attracted	Rank				
Jog a Thon		22	2				
Tickets		5	6				
Food		13	5				
Theatre		25	1				
Selling Station		21	3				
Redemption area		14	4				
Total		100					
<b>Competitive Investment</b>							
Competitor	Exhibit Size	Sq Ft	Cost/Sq Ft	Space	Total Estimated Investment		
ABC Pharma	50-70	3500	\$26.50	\$ 92,750.00	\$ 240,427.00		plus Theatre,Walk-Run-a-Thon,Concert
Comp A	30x30	900	\$ 26.50	\$ 23,850.00	\$ 119,250.00		
Comp B	50x50	2500	\$ 26.50	\$ 66,250.00	\$ 331,250.00		
Comp C	30x40	1200	\$ 26.50	\$ 31,800.00	\$ 159,000.00		plus Interactive Lab
Comp D	50x60	3000	\$ 26.50	\$ 79,500.00	\$ 397,500.00		
ABC Pharma - \$220,000 actual							
<b>Budgets</b>							
Total convention budget less, the Live Presentation, Walk-Run-a-Thon and Concert		\$ 220,000.00					
Live Presentation budget		\$ 75,990.00					
Walk-Run-a-Thon budget		\$ 75,000.00					
Concert budget		\$ 566,500.00					