



Cost-Efficient Connectivity

**The ROI Comparison for Supplier Members
attending a GMDC Marketing Conference**

Global Market Development Center (GMDC)			NACDS Marketplace		ECRM
Annual Dues	\$2,500.00		\$8,100.00	\$30 - \$50 mm in sales	N/A
	\$250.00	One time start-up fee	\$2,880.00	Under \$10 mm in sales	
			\$4,620.00	\$10 - 30 mm in sales	
			\$9,960.00	Over \$50 mm in sales	
Booth Charges	N/A		\$4,300.00	10' x 10'	\$13,950.00 \$15,950.00 20-Minute Meetings
			\$10,150.00	10' x 20'	
			\$15,200.00	10' x 30'	
			\$20,450.00	10' x 40'	
			Island Booths		
			\$22,600.00	20' x 20'	
			\$33,250.00	20' x 30'	
			\$44,300.00	20' x 40'	
Registration Fee	\$1,800.00	1st Person	\$975.00	1st Person	N/A
	\$1,800.00	2nd Person	\$975.00	2nd Person	
Hotel	\$720.00	1st Person	\$960.00	1st Person	N/A
	\$720.00	2nd Person	\$960.00	2nd Person	
Airfare	\$500.00	1st Person	\$500.00	1st Person	\$500.00
	\$500.00	2nd Person	\$500.00	2nd Person	\$500.00
Grand Total	\$8,790.00		\$17,270.00		\$14,950.00

ROI Assumptions on reverse

ROI Assumptions:

- Booth charges are based upon the smallest configuration available per conference.
- Hotel rates for all conventions / conferences are based on the average GMDC hotel rates for the past several years.
- GMDC General Merchandise Marketing Conference is held annually for a duration of three days.
- GMDC Health Beauty Wellness Marketing Conference is held annually for a duration of four days.
- Airfare is based upon a 14-day advance purchase, coach fare---mid-continent to east or west coast.
- GMDC and NACDS Marketplace both recommend a minimum attendance of two company representatives.
- ECRM registration fee includes two company representatives.

Appointment Costs – ROI Consideration

The number of Wholesale/Retail member companies attending a GMDC Marketing Conference provide 80 to 100 possible touch points and GM and HBW supplier schedules reflect an average of 43 CCC appointments pre-selected by W/R attendees prior to the conference. *Sample Box and Showcase conference features offer suppliers the additional opportunity to increase appointments on-site and secure post-conference follow-up sales activity.*

The conservative costs of securing office appointments with top executives with 43 GMDC Wholesale / Retail member companies would be:

	One Person	Two People
Airplane Tickets – based on a \$500.00 roundtrip fare with flight originating mid-continent	\$21,500.00	\$43,000.00
Car Rental – based on current lowest monthly rate, (86 days)	2,838.00	2,838.00
Lodging – based on average hotel rate of \$100 per night (43 nights)	4,300.00	8,600.00
Meals – based on \$10 breakfast, \$15 lunch and \$25 dinner (86 days)	4,300.00	8,600.00
TOTAL:	\$32,938.00	\$63,038.00

Assumption

To attend a GMDC Marketing Conference and hold meetings with the same top executives from 43 GMDC Wholesale/Retail member companies the costs would be:

	One Person	Two People
GMDC Annual Dues	\$2,500.00	\$2,500.00
One Time Start-up Fee (Suppliers)	250.00	250.00
GMDC Conference Registration	1,800.00	3,600.00
Airplane Tickets – based on \$500.00 roundtrip fare	500.00	1,000.00
Lodging – 3 nights	720.00	1,440.00
CONFERENCE TOTAL:	\$5770.00	\$8790.00
Miscellaneous expenses (optional)	50.00	100.00
Car Rental – (optional) based on current lowest rate - 4 days rental	132.00	132.00
TOTAL:	\$5,952.00	\$9022.00

Summary: Attendance at a GMDC Marketing Conference will accomplish the same goals, but actualize a savings of \$26,986.00 / \$54,016.00, resulting in an average meeting cost of \$138.00 / \$207.00.