**Sales Conference Budget Analysis**

**1. Overview**

The Foremost Composite Materials Company is organizing a two-day sales conference on October 19-20, with a reception on October 18. The conference will require accommodations for 120 sales representatives and 16 managers, along with two common meeting rooms. The company has allocated a budget of **$300,000** for hotel room rentals and is considering either Miami or Marco Island at a Hilton or Marriott-owned hotel.

**2. Key Assumptions**

* Each sales representative requires a separate hotel room.
* Two meeting rooms: one for 200 people and one for 100 people.
* The estimated room cost is **$300 per night**.
* Daily food expense per person: **$85**.
* Flight costs are estimated for arrivals from five cities:
  + **Los Angeles (53 people) - $400 per ticket**
  + **San Francisco (31 people) - $450 per ticket**
  + **Seattle (21 people) - $500 per ticket**
  + **Chicago (18 people) - $300 per ticket**
  + **Pittsburgh (13 people) - $250 per ticket**

**3. Cost Breakdown**

**A. Hotel Costs**

* **Total guests:** 120 sales representatives + 16 managers = **136 rooms**
* **Room Cost:** $300 per night
* **Duration:** 3 nights (October 18, 19, 20)
* **Total Hotel Cost:** 136 rooms × $300 × 3 nights = **$122,400**

**B. Food Costs**

* **Total people:** 136
* **Daily Food Cost per Person:** $85
* **Total Food Cost:** 136 × $85 × 3 days = **$34,680**

**C. Flight Costs**

|  |  |  |  |
| --- | --- | --- | --- |
| **City** | **Number of People** | **Cost per Ticket** | **Total Cost** |
| Los Angeles | 53 | $400 | $21,200 |
| San Francisco | 31 | $450 | $13,950 |
| Seattle | 21 | $500 | $10,500 |
| Chicago | 18 | $300 | $5,400 |
| Pittsburgh | 13 | $250 | $3,250 |
| **Total Flight Cost** | **136** | - | **$54,300** |

**4. Total Estimated Cost**

* **Hotel Cost:** $122,400
* **Food Cost:** $34,680
* **Flight Cost:** $54,300
* **Grand Total:** **$211,380**

**5. Budget Comparison**

* **Allocated Budget:** $300,000
* **Estimated Expenses:** $211,380
* **Remaining Budget:** $88,620

The company remains within the allocated budget. The remaining budget can be used for additional conference needs, such as transportation, additional meals, entertainment, or contingency funds.

**6. Conclusion**

Based on the analysis, holding the conference in either Miami or Marco Island at a Hilton or Marriott hotel is financially feasible within the company’s budget. The company should confirm hotel availability and finalize travel arrangements to ensure smooth execution of the event.