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flagged, and can be sold a ticket or turned away. The food servers will also have an extremely accurate head count, so there are not too many or too few meals served.

**MEASURING ROI.** Imagine being able to provide an exhibitor with detailed statistics like, "You had 14,098 unique buyers and 35,598 total buyers pass by your booth during show hours." Such a detailed traffic flow analysis would allow booth space to be priced according to actual traffic flow, perhaps even adjusted post-show. Passive lead capture would be a big hit with exhibitors and could even be used to randomly select contest winners.

**FEASIBILITY.** The old adage about having to spend money to make money (or in this case *save*) certainly holds true in the implementation of a facility-wide RFID solution. But with retail behemoths like Wal-Mart and Target mandating the use of RFID tags by most of their suppliers, as well as similar requirements by the U.S. Department of Defense, costs of implementation should fall rapidly. Also, the rapidly growing list of high-tech companies developing hardware and software specialized for RFID, such as Intel, Microsoft, Oracle, SAP, and Sun Microsystems, is an indication of why analysts predict that RFID will be a multibillion-dollar market within the next few years.

RFID is going to become a core technology for the future that can add to the success of your facility and its hosted events by adding real value for your vendors, event organizers, exhibitors, and attendees, while simultaneously increasing the security, inventory control, loss prevention, and overall efficiency of facilities and events.

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# Paying the Bills

**By Dana Lynn Hornstein**

The meeting may be over, but the planner's work on it is not yet completed. There is still one duty to perform—the reconciliation. This is a fancy way of saying paying for the meeting. This can be a long, drawn out process, so it is important to have a strategy to manage it.

As usual, follow-up calls or e-mails with all the vendors to make sure that the invoices are on their way should be conducted. A good estimate to obtain all invoices is usually within 90 days.

You should always keep a detailed record of all charges while the meeting is going on so all the items can be tracked and accounted for. If this is done properly, by the time the reconciliation process begins you already know what your client can expect to see.

Reconciliations can be done in the same format that the budget is in so the client sees the estimated budget versus the actual costs and the variance, includ-

ing an explanation of overages, if any.

Internally, your company probably has a policy or agreement with the client about charging labor overages. Nonetheless, all overages need to be tracked internally so the next budget can account for any issues. During the program, you may wish to list on your copy of the budget why certain things cost more than the estimated budget so that when it comes time for the reconciliation, you do not have to dig into your memory. If the overages are significant and your boss and client are aware of them in writing, the reconciliation process should not be that difficult—just time-consuming.

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