

## 2025 Trade Name & Event Licensing Fee

		STANDARD EXPERIENCE PRICING Percentage of Total Ticket Allocation & Cost			TICKET REVENUE**
Tier Level/Ticket Allocation*	Upfront #DEN Licensing Fee ***	Dining - 33% (\$160 )	Plated - 33% (\$280)	Full - 33% (\$400)	If Event Sells Out
T1 - 125 Tickets	\$15,000.00	\$6 <i>,</i> 500.00	\$11,400.00	\$16 <i>,</i> 400.00	\$34,300.00
T2 - 250 Tickets	\$30,000.00	\$13,200.00	\$23,200.00	\$33,200.00	\$69,600.00
T3 - 500 Tickets	\$60,000.00	\$26,500.00	\$46,400.00	\$66,400.00	\$139,300.00
T4 -1000 Tickets	\$120,000.00	\$53,280.00	\$93,240.00	\$133,200.00	\$279,720.00
T5 - 1500 Ticekts	\$175,000.00	\$80,000.00	\$140,000.00	\$200,000.00	\$420,000.00
T6 - 2000 Tickets	\$230,000.00	\$106,500.00	\$186,400.00	\$266,400.00	\$559,300.00
T7 - 2500 Tickets	\$295,000.00	\$133,200.00	\$233,240.00	\$333,200.00	\$699,640.00

For additional Ticket Allocations, please CONTACT US.

\* Each Ticket Allocation allows for the Member and 1 guest to attend the event (2 attendees per ticket).

\*\* Ticket Revenue **DOES NOT INCLUDE** product sales, Partnering Sponosorships, vendor fees

\*\*\* Installment Payment Plan Available

Effective: 1 December 2024