



ASSOCIATION
OF OLD CROWS



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Convention & Conferences

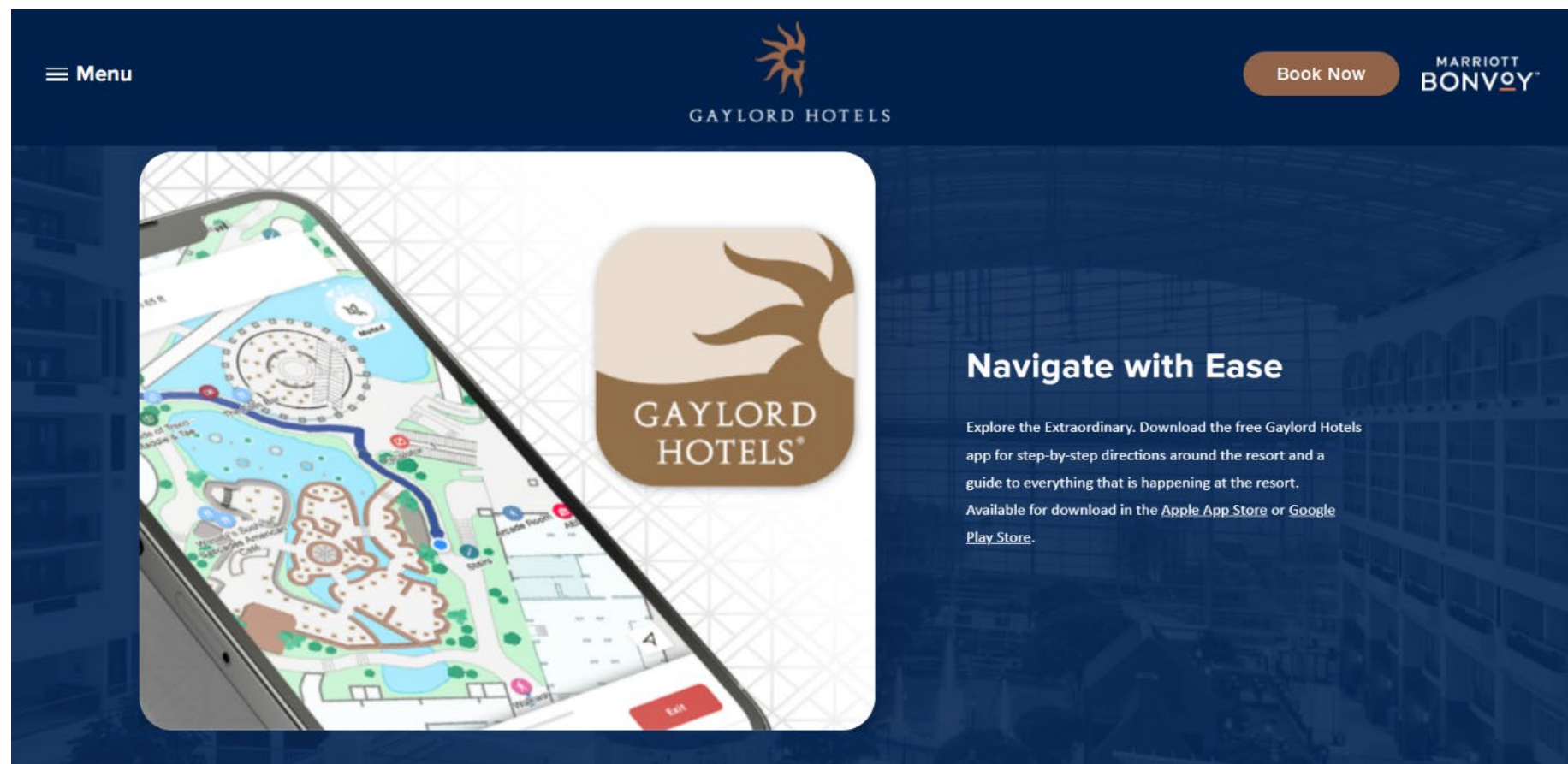
- **Kathy Hartness, Events Director**
- **Christine Armstrong, Sr. Conference Manager**
- **Briefing date December 10, 2024**

Latest 2024 Event Info

**Download the AOC 2024 Event App
for all the latest info on sessions,
speakers, exhibitors and more.**



Getting Around the Gaylord



Explore the Extraordinary. Download the free Gaylord Hotels app for step-by-step directions around the resort and a guide to everything that is happening at the resort. Available for download in the [Apple App Store](#) or [Google Play Store](#).

Convention Highlights

- **Pre-reg currently at 2556 - up from 2016 over 2023!**
 - **Note - final expenses will reflect increased numbers**

- **Program expanded to include**
 - **4 Keynote Speakers**
 - **3 Spotlight Sessions**
 - **8 Breakout Sessions**
 - **12 Technical Sessions**
 - **3 PMBS Sessions**

Convention – Finances as of 12/06/24

| | 2023 Numbers similar weeks out | 2024 Numbers to Date | 2023 Revenue similar weeks out | 2024 Revenue to Date | 2024 Budget | 2024 % to Budget |
|--------------------|---|------------------------------|--------------------------------|----------------------|--------------------|------------------|
| Registration | 2016 | 2556 | \$252,915 | \$300,633 | \$250,000 | 120.25% |
| Sponsorships | 21 sponsor companies (many canceled booth space and Sean gave sponsorship vs. charge cancel fee; changed for 2024!) | 14 sponsor companies | \$256,015 | \$262,625 | \$285,000 | 92.15% |
| Exhibits | 174 25,600 nsf | 160 exhibitors 24,100 nsf | \$1,427,072 | \$1,376,106 | \$1,450,000 | 94.90% |
| Hospitality Suites | 16 companies | 17 companies | \$56,500 | \$58,007 | \$40,000 | 145.02% |
| TOTALS | | | | \$1,997,371 | \$2,025,000 | 98.64% |
| as of 120624 | | | | | | |

Conferences - Finances as of 12/06/24

| | # weeks out from event | Total Registered as of 12/06/24 | Total Registered 2023 same # weeks out | Registration Revenue as of 12/06/24 | Registration Revenue Budget | % to Budget | Sponsorship Revenue as of 12/06/24 | Sponsorship Revenue Budget | % to Budget |
|---|------------------------|---------------------------------|--|-------------------------------------|-----------------------------|----------------|------------------------------------|----------------------------|----------------|
| Point Mugu | complete | 700 | 664 | \$131,510 | \$132,750 | 99.07% | \$124,250 | \$115,000 | 108.04% |
| CEMA | complete | 723 | 615 | \$142,305 | \$137,500 | 103.49% | \$153,500 | \$130,000 | 118.08% |
| Crane | complete | 296 | 146 | \$98,520 | \$75,000 | 131.36% | \$46,500 | \$35,000 | 132.86% |
| Augusta | 7 | 216 | n/a | \$28,200 | \$40,000 | n/a | \$42,140 | \$20,000 | 210.70% |
| as of 12/06/24 | | | | \$400,535 | \$385,250 | 103.97% | \$366,390 | \$300,000 | 122.13% |
| | | | | incl. meal tickets | incl. meal tickets | | | | |
| *Augusta canceled for 2024; taking place Feb 2025 | | | | | | | | | |