

YALSA Board of Directors – Annual ‘11
Topic: Events & Conferences Update

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been improvement this year over last year, but attendance has still not bounced back to pre-recession levels.

- 850 YALSA members pre-registered for the conference (compared to 900 last year in Washington DC)

Event	Attendance 2009	Net Revenue 2009	Attendance 2010	Net Revenue 2010	Attendance 2011 (as of 6/8/11)	Est. Net Revenue 2011
Full Day Preconference	92	\$8000	27	\$1309	n/a	n/a
Half Day Preconference(s)	0	\$0	79	\$3471	51 (reluctant readers) 33 (nuts & bolts)	\$6500
Edwards Luncheon	250	\$9250	148	\$4762	226	\$5800
YA Author Breakfast	260	\$5699	313 (more seats were added in 2010)	\$4387	341	\$6000 (incl. Penguin sponsorship)
Printz	400	\$5,688	411	\$7038	345	\$7420

Total Revenue for Annual ticketed events		\$29,518		\$20,967		\$25,720 est.
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Totals for YA Lit Symposium	600	\$24,942			400	\$40,228 final
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