

Marketing and Business Recruitment Expenses

Fla. Stat. § 288.904(6)(d) 5 (2017)

Dubai Air Show

Dubai, United Arab Emirates

November 13-23, 2019

Purpose: Host the Florida pavilion at the international airshow with eight Florida companies exhibiting their products to the aerospace industry and promoting Florida as a business destination. The show included 1,288 global exhibitors, 84,000 trade visitors and \$54.5 billion recorded sales. Estimated sales from Florida exhibitors totaled \$31.5 million over the next 2 years while actual sales were \$800,000 during the event.

| Category | Amount |
|------------------------------|------------|
| Revenue | \$ 85,875 |
| Event and Venue | 117,499 |
| Sponsorship | - |
| Transportation | 2,102 |
| Lodging | 2,511 |
| Meals and per diem | 1,472 |
| Promotional Material & Misc. | 3,276 |
| Total Event Expense | \$ 126,860 |

* Includes \$ 13 in private monies