

Marketing and Business Recruitment Expenses

Fla. Stat. § 288.904(6)(d) 5 (2017)

MEDICA

Dusseldorf, Germany

November 15-21, 2019

Purpose: The leading international trade fair for the medical sector. EFI hosted the Florida Pavilion with 32 participating Florida companies. EFI promoted Florida businesses and Florida as a business destination for companies in the life sciences/medical sector. Show had more than 5,000 international exhibitors present their new innovative products and applications

Category	Amount
Revenue	\$ 286,639
Event and Venue	280,471
Sponsorship	2,500
Transportation	7,476
Lodging	11,021
Meals and per diem	3,175
Promotional Material & Misc.	4,584
Total Event Expense	\$ 309,227

* Includes \$ 2,314 in private monies