

## Marketing 2013

			Comments
<b><i>Conference / Events</i></b>			
	Plone Symposia	3000	Without travel expenses
	Plone Events	1500	Plone Conference + WPD (Shipping + additional goodies)
	Tech / OSS / Python	3000	
	CMS-focused	5000	
	Other	3000	
<b><i>Professional Services</i></b>			
	Design	1500	
	Writing	1500	
	Consultancy / Studies	0	
	Other	500	Reserve
<b><i>Promotional Materials</i></b>			
	Advertising	8000	Google AdWords + Magazines + Brochures
	Stickers	1000	
	T-Shirts	3000	300 shirts (Buying in 100)
	Banner / Booth decoration	3000	Vinyl banners, posters
	Brochure	5000	
	Leaflets	2000	20 questions + new material
	Merchandise	3000	
<b><i>Travel</i></b>			
	Travel expenses	5000	
<b><i>Total Expenses</i></b>		49000	