Marketing 2014

			Comments	
Conference / Events				
	Plone Symposia	3000	Without travel expenses	
	Plone Events	1500	Plone Conference + WPD (Shipping + additional goodies)	
	Tech / OSS / Python	3000		
	CMS-focused	5000		subtotal:
	Other	3000		15500
Professional Services				
	Design	1500		
	Writing	1500		
	Consultancy / Studies	0		
	Other	500	Reserve	subtotal:
				3500
Promotional Materials				
	Advertising	8000		
	Stickers	1000		
	T-Shirts	1000	100 shirts (Buying in 100)	
	Banner / Booth decoration	1000	Vinyl banners, posters (Reducing from last year)	
	Brochure	2500	If we find good opportunities we will overspend	
	Leaflets	2000	20 questions + new material	
	Merchandise	500		subtotal:
				16000
Travel				
	Travel expenses	3500	Plone Symposia	
Total Expenses		38500		