

Q: Given the seminar is a non-profit enterprise, why are the tuition costs (by conference standards) so high?

A: As the seminar organizer and lecturer, I have wrestled with this question on each of the occasions that the seminar has been given (one to two times per year since 2005).

At the end of the day, there are a host of fixed expenses. They are as follows.

	Low	High
Admin & CE	2,500	10,000
Venue Management	2500	5,000
Advertising	5,000	15,000
Hotel fees - AV	3,000	5,000
Food & Beverage	5,000	20,000
CE related Fees	2,500	5,000
Credit Card Fees	2,000	4,000
Syllabi, Books, etc.	1000	30,000
Speakers Travel & Accomo	3,000	3,000
Non-Penn Speakers **	2,000	6,000
Penn Speakers Fees **	0	0
	28,500	103,000

Given these ranges, between 45 and 172 attendees are required for the seminar to break even. Please know that Penn speakers are only paid if there are residuals and this is used for program activities not salary. Non-Penn speakers only receive honoraria if there are residuals.

Hopefully, this makes it clear that without Industry Sponsorship and Charitable Giving, the seminar is at risk every year for a net loss. This potential loss has been, and will continue to be, born by the seminar organizer and lecturer and/or the Penn Behavioral Sleep Medicine Program.

Q: Given these pretty grim numbers, why take the risk?!

A: Good question. One we ask ourselves every year.

The short answer: We fervently believe in the mission: BSM services and CBT-I have the potential to benefit millions of people...but this can't happen without "**boots on the ground**". Our seminar was developed to meet this need and it has been, without question, the single most prolific way to attract and train clinicians to meet the demand. Given this success, we continue to offer the seminar "at risk" with the hope that things will get better as we go forward. To some extent this optimism is warranted given the industry support we have garnered over the years (Please, see **Past Financial Sponsors** and **Current Financial Sponsors**).

Finally, it is our hope that future attendance and sponsorship will become robust enough to provide increased amenities to our attendees and to protect against cost overruns for the years where attendance is lower.

We hope this explanation has been useful.