

THE COST OF FMF

FOOD AND BEVERAGE

EVENT COST DILEMMA

The cost of hosting events like FMF has risen dramatically since the pandemic began. Rent, AV, labour, shipping and particularly food and beverage costs have increased substantially. FMF attendee surveys indicate that you do not want to pay more and would like FMF to continue to deliver high quality sessions and events.



WHAT DO WE DO?

We use every cost saving measure to get the best pricing from all of our suppliers. Food and beverage is our largest flexible item and we have been forced to cut back, selecting the lowest cost items, less coffee, and fewer choices to cover our costs without raising rates.

ATTENDEE FEEDBACK

We hear you! We understand your concerns about the limited options, lack of coffee and sometimes pretty lackluster boxed lunches. Spending hundreds of thousands of dollars on lunches that are often disappointing, with no 'outside' food allowed, our options are limited.



YOU ASKED, WE ANSWERED

If we forego providing a boxed lunch and allow you the option of purchasing your own lunch, the convention centre can offer more reasonable pricing and can provide an array of options in the \$20 range by setting up bistros and providing multiple food options for sale.

SAVE \$, MORE CHOICE

For FMF 2024, we are piloting a daily registration fee reduction of \$20 and offering lunch for purchase in the Exhibit Hall. You buy your preferred lunch and still enjoy time with friends and colleagues. This allows us to redirect some previous lunch funds to better breakfasts, breaks, and more coffee! Our aim is to pilot this approach to make sure it better aligns with the diverse needs of our attendees, while avoiding registration fee increases.

