

Marketing and Business Recruitment Expenses

Fla. Stat. § 288.904(6)(d) 5 (2017)

FLORIDA INTERNATIONAL TRADE EXPO

VIRTUAL

March 16-18, 2021

Purpose: EFI designed, developed and implemented a virtual trade show to promote Florida's leading manufacturers and service providers to world procurement. The show featured 178 Florida exhibitors and drew an audience of 5,589 visitors from 118 countries. This event was produced in a virtual environment to offer Florida companies an opportunity to promote their brand overseas and connect to distributors worldwide as a result of Covid19 restricting travel and in person trade events.

Category	Amount
Revenue	\$ 166,580
Event and Venue	142,526
Sponsorship	-
Transportation	-
Lodging	-
Meals and per diem	-
Promotional Material & Misc.	67,111
Total Event Expense	\$ 209,636

* Includes \$ 166,580 in private monies