

Laying Out the Costs to Your Boss

There are likely two main pieces of information your boss needs to decide whether or not to send you to the UX Immersion Mobile Conference (in Salt Lake City, April 13-15). Costs and benefits.

This worksheet explains how to layout the costs of attending the [UXIM Mobile Conference](#). Use the other worksheet, **Convincing Your Boss** to outline the benefits of attending the conference.

Your boss will want to see all the costs associated with sending you to the conference in an easy to view format. Here's what you need to think about.

Breakdown of Costs

(The following information is summarized on the next page.)

Registration Use the promotion code **UXIMBEN** and you'll get \$350 off the current registration price.

Hotel Arrangements We've secured a special group rate at the conference hotel, Salt Lake Marriott Downtown, of \$152/night plus tax. This is the conference hotel, so by staying here, you'll avoid daily transportation costs.

There are other hotels in the surrounding area at various prices. Explore additional options at [Hotels.com](#) or [Orbitz.com](#). Be aware that hotel rooms booked on these sites may not offer refunds if you cancel.

Flights Flight cost varies depending on day of week, location, and number of stops. Flying out of a major hub typically gives you more airlines, times, and non-stop options. However, non-stop flights are often more expensive.

Save yourself money by looking into flights that have a stop. If possible, look at flights departing on Saturday. Often flights and hotels are cheaper when there's a Saturday night stay involved. You may actually save yourself money by coming a day early, and Salt Lake City is a fun city to explore.

Do your homework and use sites like [Hipmunk](#) or [Kayak](#) to compare flights.

Transportation to and from

Salt Lake's Airport There are a number of ways to get to the hotel. Taxi will be your most expensive option being about \$25 each way. The least expensive option is the TRAX/Light Rail at \$2.50/way and it drops you off 1.5 blocks from the hotel.

Food Your conference registration includes breakfast all three days, mid-morning and mid-afternoon snack and beverage breaks, lunch on Tuesday, and a reception with food on Tuesday evening. You're on your own for lunch on Monday and Wednesday plus all your dinners during the conference.

Expect to spend an average of \$8-12 for lunch and \$12-20 for dinner.

Time Out of the Office

Sure there's costs involved with you being out of the office, but there could be larger costs to the company if you don't go to the conference. If the skills you learn at the conference move your project forward, eliminate the need for extra labor, and bring a new skill set to the team, then you actually could be saving your company time and money.

Summary of Expenses

Here's a chart with your average expenses.

Expenses

Conference Fee (with promo code UXIMBEN and sign up by 3/12)	\$1,475
Hotel Cost (3 nights and tax)	\$520
Flight (average)	\$400
TRAX ride to and from the airport	\$5.00
Food	\$100

Total	\$2,500
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Ideas to Save on Some Expenses

There are a few ways to save some money.

1. Book your flight ASAP. The closer you get to the date of the conference, the higher the flight costs. Look for one stop options to lower the cost.
2. Be sure to take the TRAX instead of a taxi.
3. Share a hotel room
4. Register by March 12 with the promotion code **UXIMBEN** and save the \$350.