

LEANNE VELKY, INC.

PRICING STRUCTURE

STRETCHED BANDWIDTH? SHORT ON TIME? I CAN HELP! I SPECIALIZE IN BUILDING EVENT/REGISTRATION SITES SO YOU CAN FOCUS ON OTHER, MORE IMPORTANT TASKS (AND I LOVE TO DO IT). PLEASE FIND AN OUTLINE OF MY PRICING STRUCTURE BELOW.

NOT SEEING WHAT YOU NEED?

FEEL FREE TO CONTACT ME ANYTIME AT LEANNE@LEANNEVELKY.COM OR 617.285.4873 FOR CUSTOM QUOTES/PROPOSALS.

REGISTRATION SITE BUILD (COMPLETE BUILD, SOUP TO NUTS – IDEA TO LAUNCH)

GENERAL RULE OF THUMB: THE MORE FUNCTIONALITIES, PATHS, CUSTOMIZATIONS ETC. NEEDED, THE HIGHER THE FEE. I DO MY BEST TO ASSESS FAIR FEES FOR EVERY PROJECT AND WILL ALWAYS ENSURE YOU FEEL YOU'RE TAKEN CARE OF THROUGHOUT THE PROCESS!

SIMPLE \$1,800-\$2,500	MODERATELY COMPLEX \$2,500-\$5,000	COMPLEX \$5,000+
1 REGISTRATION PATH AND UP TO 3 INVITATION LISTS. CLIENT IS FAIRLY SELF-SUFFICIENT – CAN SEND THEIR OWN EMAILS AND ADD THEIR OWN INVITEES BUT NEEDS HELP GETTING THE BASIC REGISTRATION SITE BUILT AND READY TO LAUNCH.	2-3 REGISTRATION PATHS AND 3-4 INVITATION LISTS, MODERATE USAGE OF ADDITIONAL FUNCTIONALITIES. PROJECT ALSO FALLS INTO THIS CATEGORY IF CLIENT REQUIRES EXTRA SUPPORT THROUGH THE LAUNCH PROCESS INCLUDING ME SENDING EMAILS, UPLOADING EXTRA EMAILS, INVITEES, ETC.	4+ REGISTRATION PATHS OR INVITATION LISTS, USE OF MANY FUNCTIONALITIES (EX. PAYMENTS, SESSIONS, BADGE DESIGN, LOTS OF CUSTOM CSS WORK ETC.) AND/OR USE OF FOREIGN LANGUAGES. ((YOU WILL KNOW IF YOUR SITE IS COMPLEX. IF THERE ARE A LOT OF MOVING PARTS AND CLIENT REQUIRES EXTRA SUPPORT, THE PROJECT WILL FALL INTO THE COMPLEX CATEGORY.))

**NOTE: ANY SITE REQUIRING FOREIGN LANGUAGE WILL AUTOMATICALLY FALL INTO "COMPLEX" AND WILL BE ASSESSED A MINIMUM \$5,000 FEE*

AFTER WE LAUNCH YOUR SITE, I WON'T JUST ABANDON YOU! BASIC UPDATES REQUIRED TO THE MAIN FUNCTIONALITY OF YOUR SITE ARE INCLUDED IN YOUR SITE BUILD FEE.

POST-LAUNCH MANAGEMENT:

SHOULD YOU REQUIRE ONGOING LOGISTICAL SUPPORT FOR ATTENDEE MANAGEMENT, EMAIL REMINDERS, REPORTS, ETC, I CHARGE AN "ONGOING PROJECT MANAGEMENT" FEE. PROJECT MANAGEMENT FEES ARE ASSESSED ON AN INDIVIDUAL BASIS (PRICING BEGINS AT \$2,000) DEPENDING ON THE NUMBER OF WEEKS AND AMOUNT OF WORK REQUIRED.

INVITEE ADDITIONS REQUIRED POST-LAUNCH WILL BE ACCEPTED IN WEEKLY BATCHES. ONE-OFF/NON-WEEKLY INVITEE ADDITIONS, WILL BE CHARGED AT A RATE OF \$10 PER INVITEE.

CONSULTING:

NEED JUST A FEW HOURS TO HELP YOU CLEAN UP YOUR PRE-EXISTING REGISTRATION SITE OR INPUT EMAILS TO YOUR SITE FOR YOU? I OFFER AD-HOC CONSULTING HOURS AT A RATE OF **\$150/HOUR**. PLEASE NOTE THAT THE CONSULTING HOUR RATE DOES NOT APPLY TO SITE BUILDS AS BUILDS ARE COMPLEX AND ASSESSED AN OVERALL PROJECT MANAGEMENT FEE NOT EQUAL TO STANDARD HOURS.

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CROWDCOMPASS EVENT APPS:

I DO SUPPORT CROWDCOMPASS EVENT APPS! FEES WILL BE SIMILAR TO SITE BUILDS – EACH APP/PROJECT WILL BE ASSESSED INDIVIDUALLY AND WILL RANGE \$1,650-\$3,500, DEPENDING UPON THE COMPLEXITY OF THE APP (LOTS OF DOCUMENT UPLOADS? CUSTOM SCHEDULES? SURVEYS? PHOTO UPLOADS? EACH ITEM ADDS TO THE COMPLEXITY OF YOUR APP).

RUSH FEES:

ANY PROJECT THAT REQUIRES MY IMMEDIATE ATTENTION, WITH LESS THAN 48 HOURS TURNAROUND TIME, WILL INCUR AN ADDITIONAL RUSH FEE OF \$500.

CVENT TRAINING OR IN-OFFICE DAYS:

I AM HAPPY TO HELP YOU TRAIN OR ONBOARD NEW EMPLOYEES WHO HAVE EITHER NEVER USED CVENT BEFORE OR HAVE MINIMAL EXPERIENCE IN THE SYSTEM (OR MAYBE YOUR EMPLOYEES NEED A REFRESHER OR WANT TO GO DEEPER INTO A CERTAIN SUBJECT). I PROVIDE BOTH REMOTE AND LIVE TRAININGS.

{FEES REMAIN THE SAME FOR EITHER TYPE OF TRAINING, HOWEVER, TRAVEL EXPENSES INVOLVED WITH IN-PERSON TRAININGS ARE THE CLIENT'S RESPONSIBILITY}

- \$195 ONBOARDING/BASIC CVENT OVERVIEW TRAINING (1 HOUR REMOTE 1:1 SESSION)
- \$1,800 PER DAY (I BLOCK MY CALENDAR AND I'M YOURS FOR THE DAY)

GUIDES AND DOCUMENTATION:

CVENT'S HELP SECTION IS FILLED WITH WONDERFULLY HELPFUL DOCUMENTS – EVERYTHING FROM HOW TO GET STARTED TO MORE COMPLEX ISSUES. THEIR CUSTOMER SUPPORT LINE IS ALSO VERY HELPFUL. I AM HAPPY TO ANSWER QUESTIONS AS NEEDED BUT GENERALLY DO NOT CREATE CUSTOMIZED DOCUMENTATION FOR CLIENTS. YOUR CVENT ACCOUNT MANAGER SHOULD BE ABLE TO HELP WITH THIS IF YOU NEED IT FOR A CERTAIN SCENARIO.

PAYMENT TERMS:

THANK YOU FOR UNDERSTANDING THAT I AM A SMALL BUSINESS AND I APPRECIATE YOUR PROMPT PAYMENT OF ALL INVOICES, WITHIN 30 DAYS OF INVOICE DATE. PAYMENT VIA CHECK OR BANK TRANSFER IS PREFERRED (INFO PROVIDED AS NEEDED). A 3.5% PROCESSING FEE WILL BE ADDED TO ANY INVOICES WHERE CLIENT PREFERS TO PAY WITH A CREDIT CARD INSTEAD OF BY CHECK. IN ORDER TO PAY BY CREDIT CARD, CLIENT MUST ADVISE LEANNE VELKY, INC. THAT CREDIT CARD WILL BE USED SO THE FEE MAY BE INCLUDED IN THE INVOICE.

WONDERING WHAT YOUR SPECIFIC PROJECT WILL COST?

DON'T WORRY, BEFORE YOU SIGN ON WITH ME, I WILL CREATE A CUSTOM QUOTE FOR YOU SO YOU WILL KNOW WHAT YOUR PROJECT WILL COST!