

Marketing Budget Accounts

| Memberships | | Travel | | General | | Unbudgeted | |
|---------------------------------|--------|--|--------|------------------------------------|--------|----------------------------------|--------|
| Additional Memberships | 576298 | Additional Travel | 566280 | Advertising Agency | 565200 | Office Furn and Fixt < \$5,000 | 521011 |
| CTA | 576204 | DMAI - Annual Convention | 566220 | Association/Strategic Partnerships | 565327 | Office Machinery < \$5,000 | 521012 |
| DFW Film Commission | 576275 | DMAI - Mktng Innovation Summit | 566221 | Byron Nelson Activities | 566210 | Computer Software | 521014 |
| Golf Writers Assn of America | 576296 | Education Seminar for Tourism Organizations | 566429 | Collateral Materials | 565203 | Communication Devices <\$5K | 521301 |
| HSMAI | 576230 | Golf Writers Assn Awards / Masters Golf Tournament | 566459 | Communications | 56101 | Equipment Rental | 561601 |
| Press Club of Dallas | 576216 | HSMAI - Digital Mktg Conf/Adrian | 566454 | Consumer Promotions | 565208 | LPGA Sponsorship | 565321 |
| PRSA | 576256 | HSMAI - Leadership Summit | 566371 | Employee Educational Training | 566282 | Fam Tours | 566218 |
| PRSA - Travel & Tourism Section | 576255 | Media Missions | 566274 | Event Sponsorships | 565309 | Greater Irving/LC Chamber Events | 566219 |
| SATW | 576258 | PRSA - Travel & Tourism Section | 566272 | Four Seasons Cool 5K and 18 | 565317 | High Spirited Citizens | 566284 |
| | | Regan Communications/PRSA Social | 566325 | Freight | 561201 | | |
| | | SATW - Annual Conference | 566311 | Industry Foundation Sponsorships | 565325 | | |
| | | SATW - Chapter Conference | 566275 | Local Programs/Promotions | 566288 | | |
| | | SEO/SEM Conference - ClickZLLive | 566421 | LPGA Activities | 566293 | | |
| | | Simpleview Summit | 566439 | Market Research Program | 563201 | | |
| | | Skift Travel Forum | 566480 | Media Advertising | 565402 | | |
| | | Social Media Marketing World | 566485 | Media Events | 566278 | | |
| | | Social Media Tourism Symposium | 566463 | Mileage / Parking | 55402 | | |
| | | SXSW Interactive | 566481 | Office Supplies | 52101 | | |
| | | Travel Media Showcase | 566378 | Outside Services | 56401 | | |
| | | TTIA - Travel Summit | 566260 | Postage | 52102 | | |
| | | TTIA - Unity Dinner | 566262 | Specialty Advertising | 565500 | | |
| | | | | Subscriptions/Resource Materials | 52105 | | |

[Go to Budget Administrative Worksheet here](#)