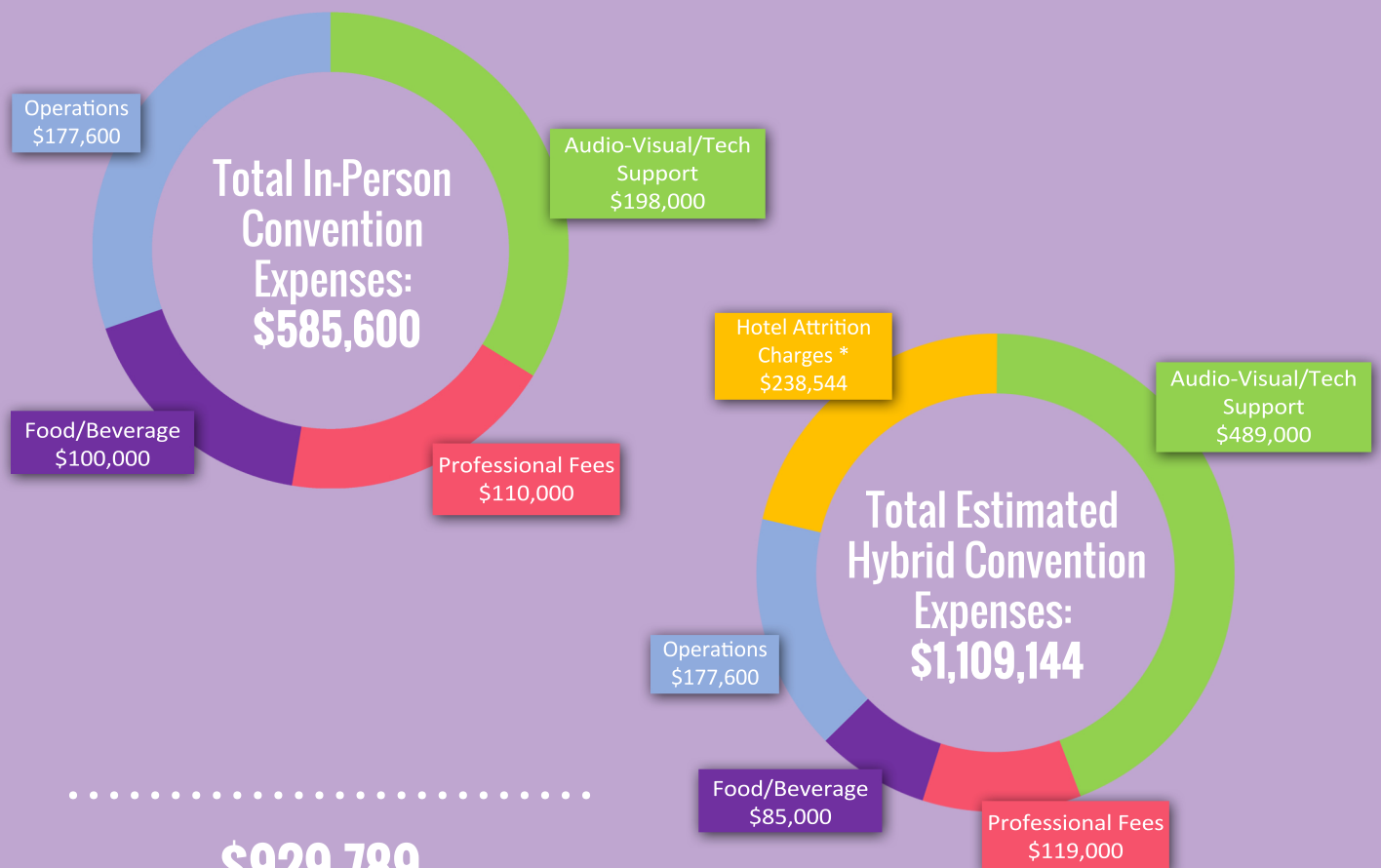


# What Is the Cost of the NCA Annual Convention?

The NCA Annual Convention is the association's flagship professional development opportunity, so much so that many members refer to the convention simply as "NCA." But what does it cost to hold the convention, and how does that compare with estimated costs for holding a hybrid convention?

## Estimated Comparison of Costs Between the In-Person Convention and a Hybrid Convention



**\$929,789**

Hotel cancellation fee if NCA chose to hold a fully virtual convention

\* Per NCA's contracts with them, hotels hold a certain number of rooms for convention attendees each night. NCA guarantees filling a certain percentage of those rooms and must pay the hotels for lost revenue from unfilled rooms.