# Determine Your Expenses

Conference expenses are influenced by a number of factors. Before you can begin to justify conference expenses, you need to calculate what those expenses will be. Use the following Expense Worksheet to develop a cost estimate for attending SHSMD Connections 2025, October 12-14, 2025, at the Hilton Anatole, 2201 N. Stemmons Fwy, Dallas, TX 75207.

## Expense Worksheet

|  |  |  |
| --- | --- | --- |
| **Expense** | **Guideline** | **Cost** |
| **Flights** The hotel is conveniently located within 20 minutes of both Dallas Love Field Airport AND Dallas Fort Worth International Airport. | View [SHSMD flight discounts here](https://web.cvent.com/event/cee2e4e6-5efa-4ff3-b6de-731a81ccbcf4/websitePage:1b8740ee-1898-49f3-955e-01a7d35159c6). |  |
| **Ground Transportation-**Uber rates change based on day and time of day. These are just estimated rates. | Uber fee from Dallas Love to Hilton: Ranges $15-$35.  Uber fee from Dallas Fort Worth Airport to Hilton: Ranges $35-$55. |  |
| **Hotel** | $289 avg nightly rate plus 17.26% per night in taxes/fees (approx. $50 in additional fees per night)=$339 per night total.  Example: Checking in Saturday and checking out Tuesday= $1,016.64 (with taxes/fees) |  |
| **Food & Beverage** | Complimentary breakfast and lunch (Monday & Tuesday) + snacks & receptions each day.  Example: Budget $50 per day, noting free meals/snacks during conference (Saturday-Tuesday)=4 X $50=$200 |  |
| **Miscellaneous Expenses** | Example: Additional ground transportation, souvenirs, etc.= $50 |  |
| **Total Estimate**-varies based on flights, # of nights at hotel, etc. |  | Estimate $2500-$3000 Total Expenses |

# Understanding the Benefits

When requesting approval to attend the conference, it’s important to demonstrate how your participation will support not only your own professional development but also benefit your team and advance your organization’s goals. Emphasize the new skills, techniques, and innovative approaches you’ll gain and how you’ll apply them to help generate revenue, reduce expenses, and better serve your communities. To strengthen your case:

* Identify specific sessions you’re planning to take that are relevant to your organization’s work. Refer to [roadmaps](https://web.cvent.com/event/cee2e4e6-5efa-4ff3-b6de-731a81ccbcf4/websitePage:284834af-6dbd-4aa3-bfdc-5aa9d98bf29d) that highlight certain themes among our [key tracks](https://cvent.me/l4KEXr).
* Highlight [speakers](https://cvent.me/OvoqAR), [exhibitors](https://smithbucklin.expocad.com/Events/25shsmd/index.html) and other potential partners who can help advance your organization’s objectives by providing new solution ideas that fit your budget.
* Refer to the [full program schedule](https://web.cvent.com/event/cee2e4e6-5efa-4ff3-b6de-731a81ccbcf4/websitePage:3f71eb61-b081-4654-a216-389719446994) to view all sessions. New this year: [pre-conference workshops](https://cvent.me/wZ3WKm) are included with registration – 2.5-hour sessions packed with valuable tools, templates and takeaways.
* Download a [PDF of the program agenda](https://www.shsmd.org/system/files/media/file/2025/07/2025-List-of-Sessions.pdf), mark key sessions, and share it with your manager.
* Use the following Benefits Worksheet to clearly outline the return on investment.

## Benefits Worksheet

### Your Organization’s Benefits

Examples of how attending the conference will provide insight and training to help me in my role, help our department, and assist our organization and community. Write down key challenges you, your team, or organization are facing and identify the content and solution providers that will provide valuable insight and solutions. View a [full list of solution providers here.](https://www.shsmdmediakit.org/shsmd-connections/)

### Networking Benefits

1. This conference will allow me to network with other health care [choose best fit: marketing, communication, business development, strategic planning] peers. I will learn about the latest tools, resources and methods, and hear new ideas and best practices.

### Teambuilding (if sending a big part of your group)

1. This conference will help advance our team. Team members will discover and discuss new tools, best practices and processes and how we can apply them in our organization.
2. I will get access to a variety of tools from presenters including all slide decks, templates, articles, and more.

### Current Tools

1. By registering for the “premium rate” for $100 more, I will get access to all concurrent session recordings through 4/31/26. This allows me to watch any sessions I couldn’t attend in person.

### Future Tools Exploration

1. Refer to the agenda and pick out sessions you plan to attend that help you plan for the future.

### Current Strategies

1. Identify solution providers attending the conference, who can assist you with current challenges.

### New Products and Technologies for Your Organization

### I will meet with solution providers who have expertise in a variety of products that could assist our organization such as…

*[Excerpted from Mike Doyle, manager, author, teacher, conference organizer and founder of the Documentation & Training Conference.]*