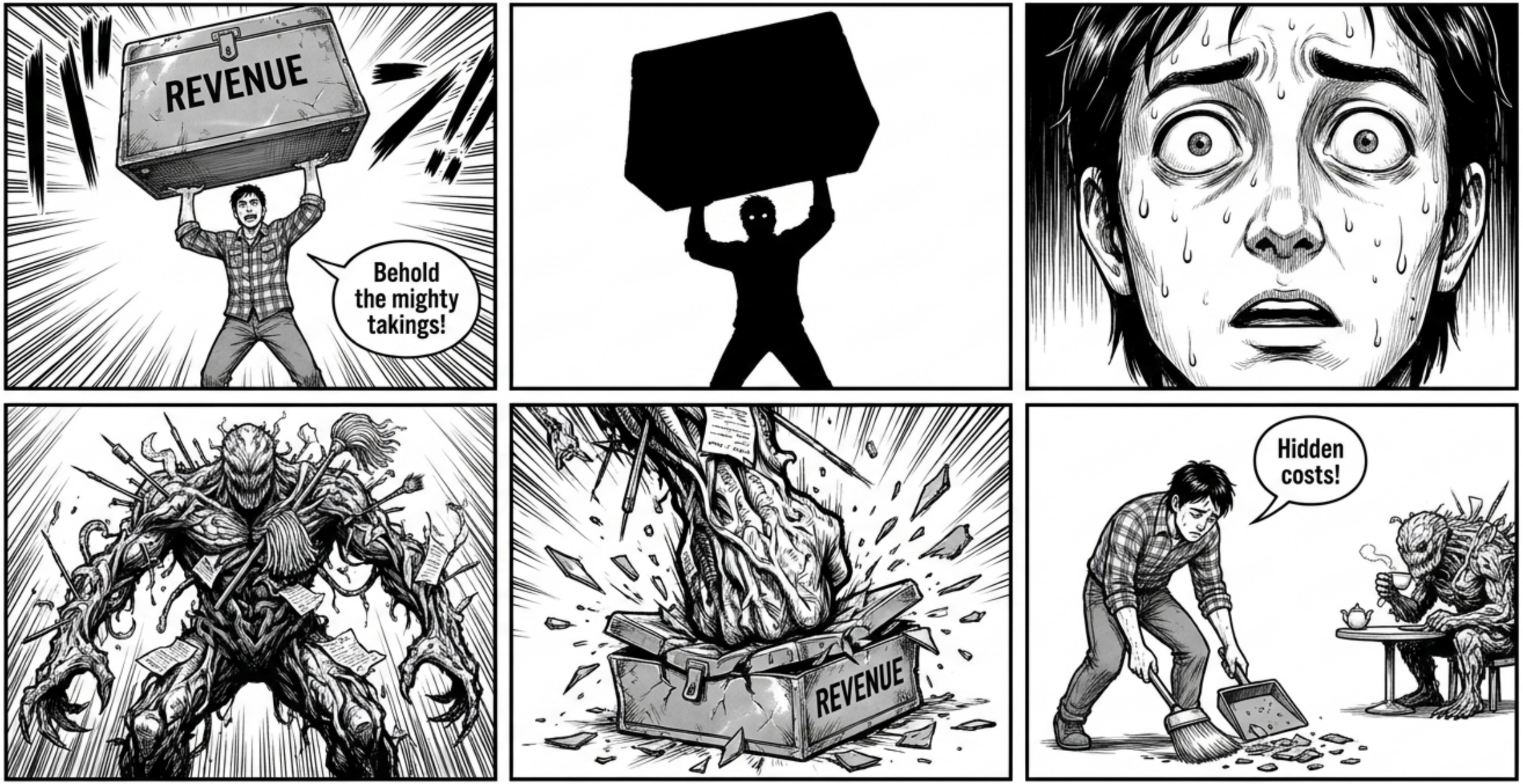


The commercial result of an event must be judged by the net contribution margin rather than the immediate revenue taken. Gross revenue is a fleeting victory easily crushed by the hidden operational costs.