

The ConferenceDirect Difference

Proven Ways We Will Save You Time and Money On Your Next Event, Meeting or Conference

What makes ConferenceDirect the right choice for you? At no cost to you, we deliver a comprehensive competitive analysis of venue options, based on an extensive database and an unbiased relationship with all hotel chains. When it comes time to negotiate your contract, we are unequalled. In most cases, we have pre-negotiated contracts, securing the most favorable terms possible for you, delivering measurable cost-savings.

1. Pre-negotiated Contracts
2. Cost Savings Reporting
3. Extensive Pricing Intelligence
4. Broad Range of Hotel Brands
5. Comprehensive Site Selection Analysis
6. Client History Form
7. Diverse Customer Base
8. Vast Industry Experience
9. Strength in Numbers

ConferenceDirect saves you time and money!

1. Pre-Negotiated Contracts

What most people don't realize is that there are over 60 negotiable terms in a hotel contract. Terms that relate to issues you may not even have considered. When it comes to negotiating, ConferenceDirect has already done much of the heavy lifting for you. We have negotiated contracts with participating hotel chains to secure the most favorable terms possible.

Typically, pre-negotiated contracts include:

- No Add-on Clause
- Favorable Attrition Clause
- Pre and Post Group Room Rates
- Group Rates Available After Cut-off Date
- Special Cancellation Terms



2. Cost Savings Reporting

Don't just take our word for it. Our associates will give you detailed Cost Savings Reports that break down the financial savings of working with ConferenceDirect. In addition to the measurable cost-savings we deliver through aggressive negotiations, you'll achieve internal cost-savings by having ConferenceDirect assist with meeting planning functions that your staff members would have to handle vs. using ConferenceDirect.

Sample Cost Savings Report

COST SAVINGS REPORT			
City:	City 1	City 2	
Hotel:	Hotel 1	Hotel 2	
Initial Rate Quote:	\$149	\$140	
Contracted Rate:	\$129	\$125	
Savings per Room:	\$20.00	\$15.00	
Total Guestrooms Contracted:	1707	1225	
Savings on Guestrooms:	\$34,140	\$18,375	
Staff Rate:	\$64.50	\$62.50	
# Staff Room Night:	70	25	
Savings on Staff Rooms:	\$4,515	\$1,562.50	
Comp Room Nights:	45	25	
Savings on Comp Room Nights:	\$8,393.40	\$3,125	
Other Cost Saving Elements:	\$3,450	\$625	
Misc. Savings:	\$1,200	\$460	
HOURS WORKED:	250	200	
COST SAVINGS:	\$51,698	\$24,148	
TOTAL TIME SAVINGS:			
			450 Hours
TOTAL COST SAVINGS:			
			\$75,846

3. Extensive Pricing Intelligence

ConferenceDirect books a meeting every 20 minutes, or almost 5,000 events a year. Each time we do, the details of the booking are entered into an extensive database, which sorts information by hotel and event type. Our associates are then able to download this information to use in comparative analyses before negotiating your event, giving us the market intelligence to secure the best possible terms for you.

- Proprietary Pricing Intelligence Database
- Contract Terms of More Than 20,000 Events
- New Meeting Booked Every 20 Minutes
- 5,000 New Events Added Each Year

Sample Report from Database

The screenshot displays the ConferenceDirect interface for a Hilton Chicago report. At the top, there are navigation tabs for 'Suppliers', 'Administration', and 'Help | Support | Logout'. Below this is a main navigation bar with options like 'Overview', 'Manage RFPs', 'Search', 'Preferred', 'Cancelled Space', 'Organizational Profile', and 'Reports'. A welcome message for 'Jeff Muehl' is visible.

The main content area is titled 'Hilton Chicago' and 'Venue Type: Hotel'. It features a 'Rate History' section with a table of booking data. To the right of the table is a 'Contact Information' box for the hotel, including address (720 South Michigan Avenue, Chicago, IL 60605) and phone numbers. On the left side, there are several sidebar sections: 'Quick Links', 'Account Search', and 'Recent Items' which lists other hotels like 'The Ritz-Carlton, Pentagon City' and 'Grand Hyatt Washington'.

Action	Rate Name	Date	Room Nights	Rate Range	Room Type
	Andy Anastasi (3/31/2002)	6/26/2002 - 6/28/2002	85	USD \$189.00 - USD \$189.00	Run of House
	Beckie Biedebach (10/31/2003)	11/6/2005 - 11/14/2005	3,635	USD \$180.00 - USD \$180.00	Run of House
	Beth Hoffman (7/26/2005)	11/13/2005 - 11/19/2005	25	USD \$179.00 - USD \$179.00	Run of House
	Brian Stevens (5/19/2005)	10/19/2012 - 10/27/2012	6,375	USD \$234.00 - USD \$234.00	Run of House
	Connie Bibowich-Griffin (1/31/2004)	2/4/2004 - 2/6/2004	10	USD \$139.00 - USD \$139.00	Run of House
	Dan Herbers (2/23/2007)	3/15/2007 - 3/18/2007	31	USD \$159.00 - USD \$159.00	Run of House
	Gavle Rapoport (8/24/2006)	8/15/2006 - 8/16/2006	7	USD \$139.00 - USD \$139.00	Run of House
	Jennifer Marshall (11/29/2007)	5/6/2009 - 5/10/2009	1,375	USD \$205.00 - USD \$205.00	Run of House
	Karen Pena (6/17/2008)	10/2/2008 - 10/4/2008	50	USD \$269.00 - USD \$269.00	Run of House
	Kristin House (4/30/2004)	12/5/2005 - 12/9/2005	925	USD \$169.00 - USD \$169.00	Run of House
	Linda Vandegriff (1/31/2004)	12/2/2003 - 12/4/2003	30	USD \$149.00 - USD \$149.00	Run of House
	Linda Vandegriff (10/14/2003)	12/3/2003 - 12/5/2003	27	USD \$159.00 - USD \$159.00	Run of House
	Linda Vandegriff (10/9/2003)	12/10/2003 - 12/12/2003	21	USD \$149.00 - USD \$149.00	Run of House
	Linda Vandegriff (2/19/2003)	5/6/2003 - 5/9/2003	30	USD \$109.00 - USD \$109.00	Run of House
	Linda Vandegriff (4/30/2003)	5/14/2003 - 5/16/2003	30	USD \$109.00 - USD \$109.00	Run of House
	Linda Vandegriff (4/30/2003)	4/15/2003 - 4/17/2003	30	USD \$109.00 - USD \$109.00	Run of House
	Linda Vandegriff (6/30/2003)	8/27/2003 - 8/29/2003	18	USD \$114.00 - USD \$114.00	Run of House
	Lynn Golabowski (4/11/2007)	4/24/2007 - 4/25/2007	50	USD \$204.00 - USD \$204.00	Run of House
	Mike Ditter (4/25/2006)	4/4/2006 - 4/5/2006	30	USD \$189.00 - USD \$189.00	Run of House
	Mike Taylor (12/21/2002)	7/12/2007 - 7/19/2007	4,635	USD \$151.00 - USD \$151.00	Run of House
	Norah *Marr, CMP, CMM* (2/28/2006)	6/21/2006 - 6/25/2006	180	USD \$189.00 - USD \$189.00	Run of House
	Peter Goen (10/31/2007)	7/14/2008 - 7/20/2008	209	USD \$169.00 - USD \$169.00	Run of House

4. Broad Range of Hotel Brands

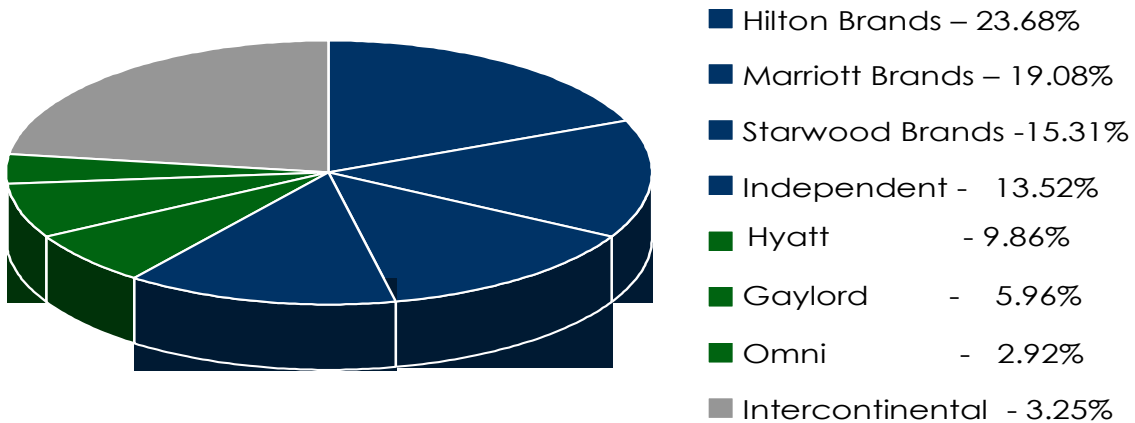
It's easy to mistake a hotel chain's national sales representative for an independent operator. There are 58,000 hotels in the United States, and because we're truly independent, ConferenceDirect represents any and all of them. This gives you a diverse and comprehensive set of options when it comes to choosing the best venue for your event.

Sample of Hotel Brands Booked by ConferenceDirect



4. Broad Range of Hotel Brands (Continued)

When it comes to independent representation, ConferenceDirect is second to none. No one hotel brand represents a majority of our booked business. In fact, the “Independent Hotel” category is in our Top Four.



5. Comprehensive Site Selection Analysis

RESEARCHED – AVAILABLE

Doubletree Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 230
<p>Dates Available</p> <p>9/24/2009 - 9/26/2009, 1st Option</p> <ul style="list-style-type: none"> Single Rate: \$139.00 Double Rate: \$139.00 <p>Additional Room Rate Information</p> <ul style="list-style-type: none"> Additional Person Fee: No Charge Occupancy Tax: 8 % Room Tax: 7 % High Speed Internet: \$9.95 / 24 hrs. 800 Call Charges: \$.10 / min. after 1 hr. 	<p>Function Space</p> <ul style="list-style-type: none"> Can you accommodate all of the meeting space requirements? Yes <p>Function Space Comments</p> <ul style="list-style-type: none"> Meeting space is no charge based on your scheduled F & B. I can secure for a 24 hold as well. 	<p>F&B</p> <ul style="list-style-type: none"> Avg. Continental Breakfast: \$13.95 Avg. Buffet Breakfast: \$16.95 Avg. Lunch: \$24.00 Avg. Dinner: \$35.00 AM Break: \$7.50 PM Break: \$7.50 Service Charge Food & Beverage: 21 % Additional Tax: 8 % <p>F&B Comments</p> <ul style="list-style-type: none"> No food & beverage minimum. 	<p>Distance to Airport</p> <p>25 Minutes from Hartsfield Airport</p> <p>Features and Amenities</p> <ul style="list-style-type: none"> Pool On-Site - Not Available Airport Shuttle Fee: \$36.00 Roundtrip Self Parking Fee: \$15.00 Per Night Valet Parking Fee: \$19.00 Per Night Health Club/Fitness Center: No Charge Taxi Fare: \$45. One Way
Embassy Suites Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 316
<p>Dates Available</p> <p>9/24/2009 - 9/26/2009, 1st Option</p> <ul style="list-style-type: none"> Single Rate: \$139.00 Double Rate: \$149.00 <p>Additional Room Rate Information</p> <ul style="list-style-type: none"> Additional Person Fee: \$20.00 Occupancy Tax: 8% Room Tax: 7% High Speed Internet: \$9.95 / 24 hrs. 800 Call Charges: Complimentary 	<p>Function Space</p> <ul style="list-style-type: none"> Total Function Space Cost: \$350.00 Total Can you accommodate all of the meeting space requirements? Yes <p>Function Space Comments</p> <ul style="list-style-type: none"> We recommend Irby (855 sq ft) for the meetings on 25th & 26th of September 2007. The meeting room rental is \$350.00 per day and includes set up to your specifications, DSL high speed internet access, pull down screen, pads, pens, water service and hard candies. 	<p>F&B</p> <p>No food and beverage minimum will be required with 80% of pick up of guest room block.</p> <ul style="list-style-type: none"> Avg. Continental Breakfast: \$8.95 Avg. Buffet Breakfast: \$16.95 Avg. Lunch: \$16.95 Avg. Dinner: \$28.95 AM Break: \$7.95 PM Break: \$7.95 	<p>Distance to Airport</p> <p>30 Minutes from Hartsfield Airport</p> <p>Features and Amenities</p> <ul style="list-style-type: none"> Suite rates include: <ul style="list-style-type: none"> ~Complimentary Full Cooked to Order Breakfast ~Complimentary Manager's Reception served each evening from 5:30p-7:30p ~Complimentary shuttle service within one mile radius of the hotel - Health Club Charges: Complimentary - Parking: \$14/day

RESEARCHED – AVAILABLE

JW Marriott Hotel Buckhead Atlanta		Atlanta, Georgia	Guest Rooms: 371
<p>Dates Available 9/24/2009 - 9/26/2009, 1st Option · Single Rate: \$199.00 · Double Rate: \$199.00</p> <p>Additional Room Rate Information · Service Charge: 22 % · Room Tax: 8 % · Occupancy Tax: 7 % · Rates quoted are commissionable? Yes - High Speed Internet: \$12.95/24 hrs - 800 Call Charges: Included w/Internet chg.</p>	<p>Function Space · Can you accommodate all of the meeting space requirements? Yes</p>	<p>F&B · Continental \$21.00 · Lunch Buffets \$36.00</p> <p>F&B Comments Fewer than 30 guests, please add an additional one time \$85.00 charge Above prices are subject to a 22% taxable service charge and 8% sales tax</p>	<p>Distance to Airport: 25 Minutes from Hartsfield Airport</p> <p>Features and Amenities hotel is connected to Lenox Square Mall and is one block from upscale Phipps Plaza. With the MARTA train station across the street, Downtown, Midtown, and Atlanta's Hartsfield Airport are just a short ride away. - Health Club Charges: Complimentary - Parking: \$17/day</p> <p>Attraction & Amenity Comments Top Attractions Lenox Square Mall Phipps Plaza Mall Governor's Mansion</p>
InterContinental Buckhead Atlanta		Atlanta, Georgia	Guest Rooms: 422
<p>Dates Available 9/24/2009 - 9/26/2009, 1st Option · Single Rate: \$219.00 · Double Rate: \$219.00 · Suite Rate: \$289.00</p> <p>Additional Room Rate Information · Service Charge: 22% · Room Tax: 8% · Occupancy Tax: 7% - High Speed Internet: \$10.95/24 hrs - 800 Charges: \$1/ call</p>	<p>Function Space · Can you accommodate all of the meeting space requirements? Yes</p> <p>Function Space Comments · Meeting space of 1,000 sq ft.</p>	<p>F&B \$2500 Minimum F&B requirement.</p> <p>Avg. Continental Breakfast: \$19.00 Avg. Lunch: \$28.00 Avg. AM Break: \$8.00 Avg. PM Break: \$8.00</p>	<p>Distance to Airport: 30 Minutes from Hartsfield Airport</p> <p>Features and Amenities · Airport Shuttle Fee: \$35 Roundtrip · Self Parking: \$7/day · Valet Parking: \$/day · Taxi: \$35 One Way - Health Club: Complimentary</p>


RESEARCHED – FACILITY UNAVAILABLE

Facility	Location	Reason
Grand Hyatt Atlanta in Buckhead	Atlanta, GA	Unavailable - Meeting space not available
Sheraton Buckhead Hotel Atlanta	Atlanta, GA	Unavailable - Meeting too far out to respond at this time
The Ritz-Carlton, Buckhead	Atlanta, GA	Unavailable - Sold out - citywide

6. Client History Form

Our Client History Forms — with information provided by the hotels — are excellent management tools, and capture all the critical details of your event.

Sample Client History Report

CLIENT HISTORY REPORT			
CLIENT:	Steel Corporation		
HOTEL:	City Center Hilton		
NAME & DATE OF EVENT:	Security Conference. September 26-28, 2009		
We understand the above organization met at your hotel. It would be greatly appreciated if you could provide the following information.			
Date:	9/26	9/27	9/28
Day:	Mon	Tues	Wed
Block:	95	100	6
Pick Up:	86	93	6
Rooms Outside Block:	2	2	1
Suites	1	1	1
Event Totals			
Total Block:	201		
Total Pick Up:	193		
Double Occupancy:	10%		
Total Room Revenue:	\$21,301		
Food & Beverage Revenue			
Breakfast:	\$429		
Lunch:	\$2,009		
Dinner:	\$3,566		
Reception:	\$1,800		
TOTAL Food & Beverage:	\$7,804		
(End of Report)			

7. Diverse Customer Base

ConferenceDirect's customers represent every industry and include both corporations and associations from around the globe. We work with groups of all sizes, helping them to arrange and manage events for 10 to ten thousand, on a local, state, regional, national or international level.

Abbreviated Customer List

Microsoft

SunGard Higher Education

American Modeling & Talent Convention

SAS Institute Inc.

California Association of Realtors

CSC

ASA/CSSA/SSSA

BMT Tandem Meetings

College of American Pathologists

International Council of Air Shows

CCA Global Partners

National Cable & Telecommunications Association

American Anthropological Association

Door & Hardware Institute

AAGL Advancing Minimally Invasive Gynecology Worldwide

NCSL International

Association for Career and Technical Education

APICS

The Catholic Health Association of the United States

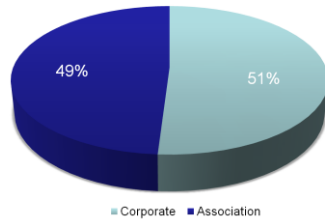
Underwriters Laboratories Inc.

American Occupational Therapy Association

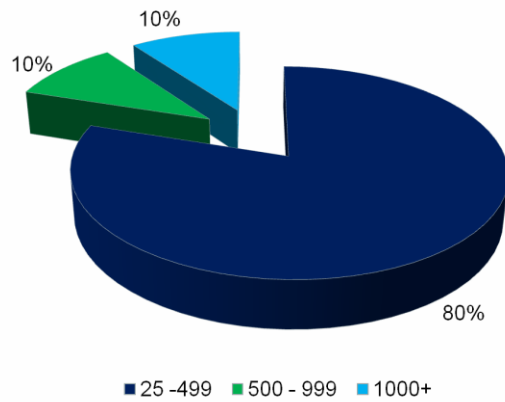
College Art Association

7. Diverse Customer Base (Continued)

Corporate & Association Meetings Booked – 2009



Size of Meetings Booked – 2009



8. Vast Industry Experience

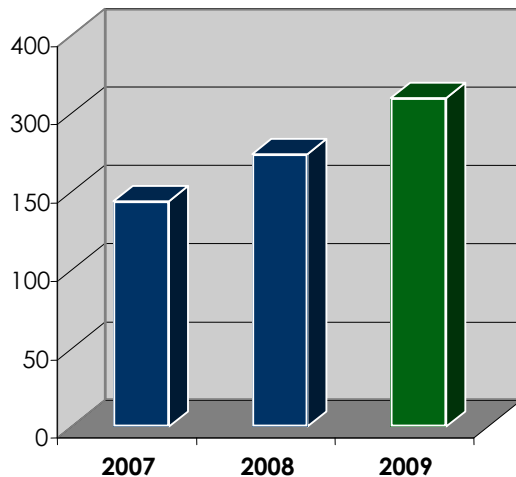
Your conference is way too important to leave anything to chance. When you work with ConferenceDirect, you'll enjoy the peace of mind that comes with partnering with highly seasoned professionals.

Not only do our associates bring an average of 10 years industry experience to ConferenceDirect, they continually take advantage of the many training and networking opportunities that ConferenceDirect offers. This puts them in the best position to deliver comprehensive solutions for our customers, who are among the nation's most prominent and demanding organizations, helping to save them time and money.

What do our associates have in common? They're all industry-savvy, passionate about what they do, and in it to get you the very best deal possible. Though you'll work with a single point of contact, you'll be tapping into ConferenceDirect's vast network of talented individuals and extensive resources.

Number of Associates 2009

2008 to 2009 YTD Growth: 13%



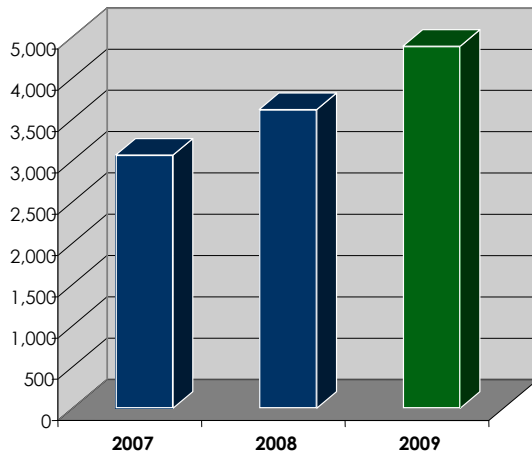
289+ Associates

In 2009

9. Strength in Numbers

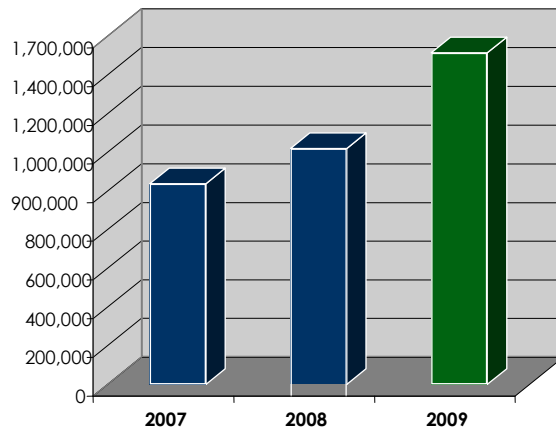
Meeting News has identified ConferenceDirect as one of the Top 25 Most Influential Companies in the industry for each of the last five years. And we're not stopping here. We're constantly thinking of ways to leverage our buying power, experience and industry knowledge to deliver even more value to our customers.

Number of Meetings Booked 2009



4,970
Meetings Booked in 2009

Number of Room Nights – 2009



1,698,490
Room Nights Booked in 2009

