



# The ConferenceDirect Difference

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

[www.conferencedirect.com](http://www.conferencedirect.com)

# The ConferenceDirect Difference

1. Pre-negotiated Contracts
2. Cost Savings Reporting
3. Extensive Buying 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




# 1. Pre-negotiated Contracts

What most people don't realize is that there are over **60 negotiable terms** in a hotel contract. We have **negotiated** contracts with participating hotel chains to secure the **most favorable terms possible**.

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



# 2. Cost Savings Reporting

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 Nights:	70	25	
Savings on Staff Room Nights:	\$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	
<b>HOURS WORKED:</b>	<b>250</b>	<b>200</b>	
<b>COST SAVINGS:</b>	<b>\$51,698</b>	<b>\$24,148</b>	

<b>TOTAL TIME SAVINGS:</b>	<b>450 Hours</b>
<b>TOTAL COST SAVINGS:</b>	<b>\$75,846</b>

Our **detailed** Cost Savings Reports break down the **financial savings** of working with ConferenceDirect.

In addition, you'll achieve **internal cost-savings** by working with ConferenceDirect.



# 3. Extensive Pricing Intelligence

The screenshot displays the ConferenceDirect website interface. At the top, there is a navigation bar with links for Solutions, RFP Management, Administration, and Analysis. Below this, the main content area is titled "Hilton Anaheim" and includes a "Contracted Rates" table. The table lists various dates, rate ranges, offer titles, available rooms, and descriptions. Below the table, there is an "Average Rates" section showing peak and off-peak rates. The website also features a search bar and a "Go" button.

**Contracted Rates**

Dates	Rate Range	Offer Title	Available Rooms	Description
10/03/2002-10/13/2002	\$165 - \$165	Ditter, M	6682	Contracted Date-03/31/2002
01/01/2004	\$1 - \$1	Prefemed Provider Info	1	Expiration Date- Evergreen Booking Window, 2...
09/23/2004-09/24/2004	\$119 - \$119	Anastasi, A	12	Contracted Rate-9/13/2004
09/23/2004-09/24/2004	\$119 - \$119	Anastasi, A.	12	Contracted Rate - 9/13/2004
06/07/2005-06/16/2005	\$199 - \$199	Sartorius, K.	237	Contracted Rate - 11/29/2004
06/07/2005-06/16/2005	\$199 - \$199	Sartorius, K	237	Contracted Rate-11/29/2004
07/12/2005-07/17/2005	\$119 - \$119	Biedeback, B.	150	Contracted Rate - 7/22/2005
08/28/2005-08/29/2005	\$139 - \$139	Copeland, S.	35	Contracted Rate - 8/19/2005
02/19/2006-02/26/2006	\$179 - \$179	.	2775	Contracted Rate - 2/26/2004
02/19/2006-02/26/2006	\$179 - \$179	Reihan, S	2775	Contracted Date-2/26/2004
03/07/2006-03/12/2006	\$179 - \$179	Reihan, S	2360	Contracted Date-2/26/2004
03/07/2006-03/12/2006	\$179 - \$179	.	2360	Contracted Rate - 2/26/2004
12/01/2006-12/03/2006	\$159 - \$159	Thelen, Bridgette	500	Contracted Rate - 7/24/2006
04/10/2008-04/16/2008	\$219 - \$219	Landers, B	6076	Contracted Date-12/31/2003

**Average Rates**

	Low - High (US\$)
Peak	\$125 - \$350
Off Peak	\$125 - \$350

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



# 4. Broad Range of Hotel Brands

There are **58,000 hotels** in the United States, and because we're truly independent, **we represent all of them.**

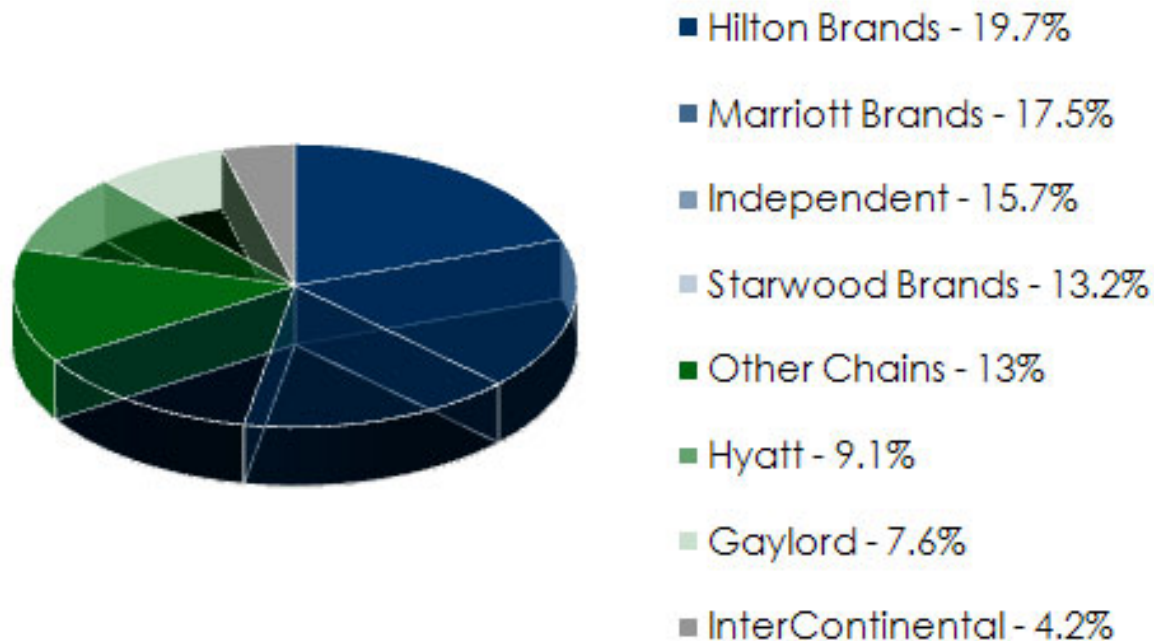
This gives you a diverse and comprehensive set of **options** when it comes to choosing the **best venue** for your event.




# 4. Broad Range of Hotel Brands

(Continued)

## Room Nights Booked by Hotel Brand - 2008




# 5. Comprehensive Site Selection Analysis

Site Selection Analysis			
<u>RESEARCHED – AVAILABLE</u>			
Doubletree Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 230
<b>Dates Available</b> <b>9/24/2007 - 9/26/2007,</b> 1st Option · Single Rate: \$139.00 · Double Rate: \$139.00  <b>Additional Room Rate Information</b> · 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.	<b>Function Space</b> · Can you accommodate all of the meeting space requirements? Yes  <b>Function Space Comments</b> · Meeting space is no charge based on your scheduled F & B. I can secure for a 24 hold as well.	<b>F&amp;B</b> · 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 %  <b>F&amp;B Comments</b> · No food & beverage minimum.	<b>Distance to Airport</b> 25 Minutes from Hartsfield Airport  <b>Features and Amenities</b> · 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
(Report Continued)			




# 5. Comprehensive Site Selection Analysis (Continued 1)

Site Selection Analysis			
<u>RESEARCHED – AVAILABLE</u>			
Embassy Suites Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 316
<p><b>Dates Available</b></p> <p><b>9/24/2007 - 9/26/2007,</b> 1st Option</p> <ul style="list-style-type: none"> <li>Single Rate: \$139.00</li> <li>Double Rate: \$149.00</li> </ul> <p><b>Additional Room Rate Information</b></p> <ul style="list-style-type: none"> <li>Additional Person Fee: \$20.00</li> <li>Occupancy Tax: 8%</li> <li>Room Tax: 7%</li> <li>High Speed Internet: \$9.95 / 24 hrs.</li> <li>800 Call Charges: Complimentary</li> </ul>	<p><b>Function Space</b></p> <ul style="list-style-type: none"> <li>Total Function Space Cost: \$350.00 Total</li> <li>Can you accommodate all of the meeting space requirements? Yes</li> </ul> <p><b>Function Space Comments</b></p> <ul style="list-style-type: none"> <li>We recommend Irby (855 sq ft) for the meetings on 25th &amp; 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.</li> </ul>	<p><b>F&amp;B</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"> <li>Avg. Continental Breakfast: \$8.95</li> <li>Avg. Buffet Breakfast: \$16.95</li> <li>Avg. Lunch: \$16.95</li> <li>Avg. Dinner: \$28.95</li> <li>AM Break: \$7.95</li> <li>PM Break: \$7.95</li> </ul>	<p><b>Distance to Airport</b></p> <p>30 Minutes from Hartsfield Airport</p> <p><b>Features and Amenities</b></p> <ul style="list-style-type: none"> <li>Suite rates include:                             <ul style="list-style-type: none"> <li>~Complimentary Full Cooked to Order Breakfast</li> <li>~Complimentary Manager's Reception served each evening from 5:30p-7:30p</li> <li>~Complimentary shuttle service within one mile radius of the hotel</li> <li>- Health Club Charges: Complimentary</li> <li>- Parking: \$14/day</li> </ul> </li> </ul>
(Report Continued)			




# 5. Comprehensive Site Selection Analysis (Continued 2)

Site Selection Analysis			
RESEARCHED – AVAILABLE			
JW Marriott Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 371
<p><b>Dates Available</b></p> <p>9/24/2007 - 9/26/2007, 1st Option</p> <ul style="list-style-type: none"> <li>Single Rate: \$199.00</li> <li>Double Rate: \$199.00</li> </ul> <p><b>Additional Room Rate Information</b></p> <ul style="list-style-type: none"> <li>Service Charge: 22 %</li> <li>Room Tax: 8 %</li> <li>Occupancy Tax: 7 %</li> <li>Rates quoted are commissionable? Yes</li> <li>High Speed Internet: \$12.95/24 hrs</li> <li>800 Call Charges: Included w/Internet chg.</li> </ul>	<p><b>Function Space</b></p> <ul style="list-style-type: none"> <li>Can you accommodate all of the meeting space requirements? Yes</li> </ul>	<p><b>F&amp;B</b></p> <ul style="list-style-type: none"> <li>Continental \$21.00</li> <li>Lunch Buffets \$36.00</li> </ul> <p><b>F&amp;B Comments</b></p> <p>Fewer than 30 guests, please add an additional one time \$85.00 charge</p> <p>Above prices are subject to a 22% taxable service charge and 8% sales tax</p>	<p><b>Distance to Airport:</b></p> <p>25 Minutes from Hartsfield Airport</p> <p><b>Features &amp; Amenities</b></p> <p>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.</p> <ul style="list-style-type: none"> <li>Health Club Charges: Complimentary</li> <li>Parking: \$17/day</li> </ul> <p><b>Attractions</b></p> <p>Lenox Square Mall Phipps Plaza Mall Governor's Mansion</p>
(Report Continued)			




# 5. Comprehensive Site Selection Analysis (Continued 3)

Site Selection Analysis			
<u>RESEARCHED – AVAILABLE</u>			
InterContinental Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 422
<b>Dates Available</b> <b>9/24/2007 - 9/26/2007,</b> 1st Option · Single Rate: \$219.00 · Double Rate: \$219.00 · Suite Rate: \$289.00  <b>Additional Room Rate Information</b> · Service Charge: 22% · Room Tax: 8% · Occupancy Tax: 7% - High Speed Internet: \$10.95/24 hrs - 800 Charges: \$1/ call	<b>Function Space</b> · Can you accommodate all of the meeting space requirements? Yes  <b>Function Space Comments</b> · Meeting space of 1,000 sq ft.	<b>F&amp;B</b> \$2500 Minimum F&B requirement.  Avg. Continental Breakfast: \$19.00 Avg. Lunch: \$28.00 Avg. AM Break: \$8.00 Avg. PM Break: \$8.00	<b>Distance to Airport:</b> 30 Minutes from Hartsfield Airport  <b>Features &amp; Amenities</b> · Airport Shuttle Fee: \$35 Roundtrip · Self Parking: \$7/day · Valet Parking: \$/day Taxi: \$35 One Way  - Health Club: Complimentary
(Report Continued)			




# 5. Comprehensive Site Selection Analysis (Continued 4)

Site Selection Analysis		
<b>RESEARCHED – FACILITY UNAVAILABLE</b>		
Facility	Location	Reason
1. Grand Hyatt Atlanta in Buckhead	Atlanta, GA	Unavailable - Meeting space not available
2. Sheraton Buckhead Hotel Atlanta	Atlanta, GA	Unavailable - Meeting too far out to respond at this time
3. The Ritz-Carlton, Buckhead	Atlanta, GA	Unavailable - Sold out - citywide
(End of Report)		



# 6. Client History Form

Client History Form			
<b>Client:</b>	Steel Corporation		
<b>Hotel:</b>	City Center Hilton		
<b>Name &amp; Date of Event:</b>	Security Conference. September 26-28, 2006		
We understand the above organization met at your hotel. It would be greatly appreciated if you could provide the following information.			
<b>Date:</b>	9/26	9/27	9/28
<b>Day:</b>	Mon	Tues	Wed
<b>Block:</b>	95	100	6
<b>Pick Up:</b>	86	93	6
<b>Rooms Outside Block:</b>	2	2	1
<b>Suites</b>	1	1	1
<b>Event Totals</b>			
<b>Total Block:</b>	201		
<b>Total Pick Up:</b>	193		
<b>Double Occupancy:</b>	10%		
<b>Total Room Revenue:</b>	\$21,301		
<b>Food &amp; Beverage Revenue</b>			
<b>Breakfast:</b>	\$429		
<b>Lunch:</b>	\$2,009		
<b>Dinner:</b>	\$3,566		
<b>Reception:</b>	\$1,800		
<b>TOTAL Food &amp; Beverage:</b>	\$7,804		
(End of Report)			

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



# 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 **25 to 10,000**, on a local, state, regional, national or international level.

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

Sprint Nextel

Association for Career and Technical Education

APICS

Catholic Health Association of the United States

Underwriters Laboratories Inc.

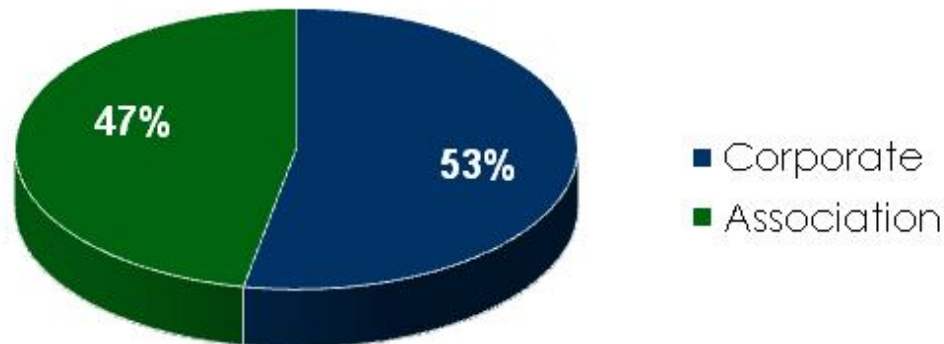
American Occupational Therapy Association

College Art Association



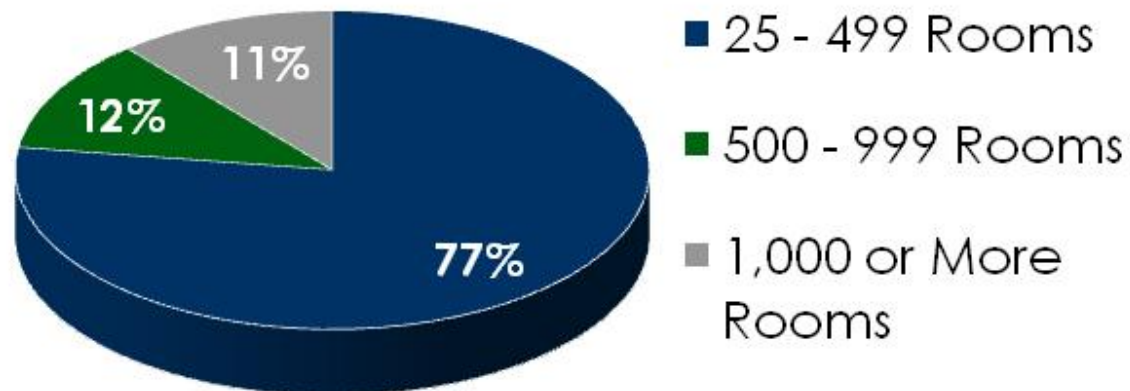
# 7. Diverse Customer Base (Continued 1)

## Corporate & Association Meetings Booked 2008



# 7. Varied Customer Base (Continued 2)

## Size of Meetings Booked 2008



# 8. Vast Industry Experience

**Your conference** or meeting 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**.

## ▪ Experienced Management Team

- Brian D. Stevens, President & CEO
- Brian Richey, Executive Vice President
- Jerry Horan, COO
- Dave Scypinski, Senior Vice President
- Fred Shea, Senior Vice President
- Jeffrey Devine, CMP, VP Conference Management
- Adam M. Briggs, Vice President Housing & Registration

## ▪ Influential Advisory Board

## ▪ 252 Professional Associates

- Average 10 Years Industry Experience
- On-going Training & Industry Education
- Well Connected Within the Industry

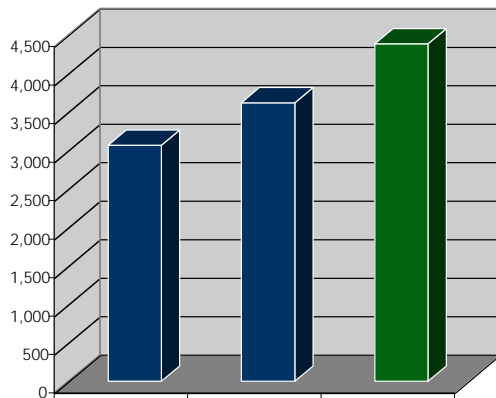


# 9. Strength in Numbers

**Meeting News** identified **ConferenceDirect** as one of the **Top 25 Most Influential** Companies in the industry. We're constantly thinking of ways to **leverage our buying power**, experience and industry **knowledge to deliver** even more value to our customers.

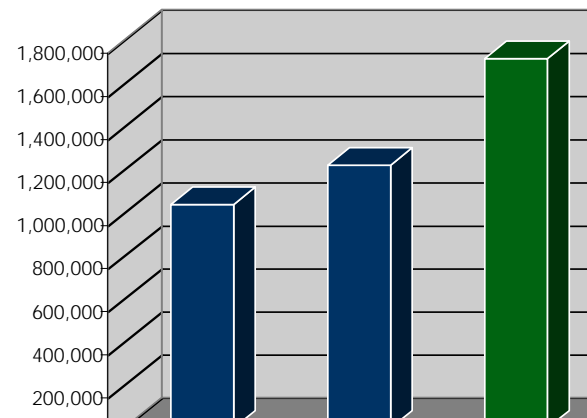
**5,227**

Meetings Booked in 2008



**2,005,442**

Room Nights Booked in 2008



# The ConferenceDirect Difference

Our goal is to provide **outstanding service** with **cost-effective** solutions. With ConferenceDirect working as a **part of your team**, your event will run seamlessly and you can **focus on what you do best**.

1. We deliver value
2. We save time and money
3. We secure some of the most sought after conference venues around the world

**...All at no cost to you!**

Why not put this kind of experience and leadership to work for you?





# The ConferenceDirect Difference

## Thank You!

We Promise to Save You Time & Money

[www.conferencedirect.com](http://www.conferencedirect.com)