



ConferenceDirect®



Meeting Planning Made Simple

About ConferenceDirect

ConferenceDirect is one of the industry's most recognized full-service, meeting solutions companies.

- We deliver value.
- We save you time and money.
- We secure the best venue location for you each time.



Services Provided

- Site Selection & Contract Negotiation
- Conference Management
- Housing Management
- Registration Services
- Strategic Meeting Management



Site Selection & Contract Negotiation

Because we book thousands of events worldwide each year, we've built solid international industry relationships. These partnerships are most beneficial when it comes time to negotiate. And because hotels compensate us directly, there is no cost to you for these services.

- Single Point of Contact
- Site Inspection Assistance
- Comprehensive Analysis
- Savvy Negotiators
- Worldwide Representation
- Extensive Product Knowledge



ConferenceDirect Difference



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



ConferenceDirect Difference

1. Pre-negotiated Standardized Contracts
2. Cost Savings Reports
3. Extensive Buying Intelligence
4. Broad Range of Hotel Brands
5. Comprehensive Site Selection Analysis
6. Customer History Form




1. Pre-negotiated Standardized 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 Clauses
- Pre & Post Group Room Rates
- Special Cancellation Terms
- Group Rates after Cut-Off Date



2. Cost Savings Reports

COST SAVINGS REPORT			
City:	Orlando	Orlando	
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

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

ConferenceDirect®

Suppliers Administration Online Help | Support | My Profile | Logout (lisa.messina@conferencedirect.com)

Overview | Manage RFPs | Manage RFIs | Search | Preferred | Cancelled Space | Organizational Profile | Reports

Back to Results

Hilton Chicago

Key Highlights

Venue Type	Hotel
Brand	Hilton Hotels
Distance From Airport	12 Miles
Number of Sleeping Rooms	1,544
Number of Meeting Rooms	68
Meeting Room Space	> 100,000 Sq. Ft.

Add to RFP

Overview General Info Meeting Space (77) Promotions (1) Local Attractions (12) Image Gallery (30) Additional Info (529)

Rate History Rate Type: Contracted

Action	Rate Name	Rate Dates	Room Nights	Rate Range	Contracted
✗	Anastasi, Andy	02/17/2014 - 02/25/2014	5,789	USD \$158.00 - USD \$158.00	Yes
✗	Green, Peter	11/17/2013 - 11/25/2013	5,070	USD \$219.00 - USD \$219.00	Yes
✗	McKemie, Catherine	04/22/2013 - 04/29/2013	2,030	USD \$209.00 - USD \$209.00	Yes
✗	Horan, Jerry	01/02/2013 - 01/07/2013	910	USD \$109.00 - USD \$109.00	Yes
✗	King, Jim	10/27/2012 - 11/02/2012	1,000	USD \$315.00 - USD \$315.00	Yes
✗	Stevens, Brian	10/19/2012 - 10/27/2012	6,375	USD \$234.00 - USD \$234.00	Yes
✗	King, Jim	10/08/2011 - 10/12/2011	1,000	USD \$299.00 - USD \$299.00	Yes
✗	Mitzner, Fred	06/10/2011 - 06/18/2011	1,524	USD \$249.00 - USD \$249.00	Yes
✗	King, Jim	11/01/2010 - 11/05/2010	1,000	USD \$279.00 - USD \$279.00	Yes
✗	DeLuca, Robert	04/17/2010 - 04/24/2010	1,080	USD \$235.00 - USD \$235.00	Yes
✗	King, Jim	10/19/2009 - 10/24/2009	1,000	USD \$259.00 - USD \$259.00	Yes
✗	Marshall, Jennifer	05/06/2009 - 05/10/2009	1,375	USD \$205.00 - USD \$205.00	Yes
✗	Pena, Karen	10/02/2008 - 10/04/2008	50	USD \$269.00 - USD \$269.00	Yes
✗	Green, Peter	07/14/2008 - 07/20/2008	209	USD \$169.00 - USD \$169.00	Yes
✗	Green, Peter	06/19/2008 - 06/20/2008	18	USD \$199.00 - USD \$199.00	Yes
✗	Taylor, Mike	07/12/2007 - 07/19/2007	4,635	USD \$151.00 - USD \$151.00	Yes

- Proprietary Pricing Intelligence Database
- Contract Terms of More Than 60,000 Events
- New Meeting Booked Every 15 Minutes
- More Than 8,700 New Events Added Each Year




4. Broad Range of Hotels Brands

There are 150,000+ hotels globally, 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.




5. Comprehensive Site Selection Analysis

Site Selection Analysis			
<u>RESEARCHED – AVAILABLE</u>			
Doubletree Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 230
<p>Dates Available</p> <p>9/24/2014 - 9/26/2014, 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
(Report Continued)			



5. Comprehensive Site Selection Analysis

Site Selection Analysis			
<u>RESEARCHED – AVAILABLE</u>			
Embassy Suites Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 316
Dates Available 9/24/2014 - 9/26/2014, 1st Option · Single Rate: \$139.00 · Double Rate: \$149.00 Additional Room Rate Information · Additional Person Fee: \$20.00 · Occupancy Tax: 8% · Room Tax: 7% · High Speed Internet: \$9.95 / 24 hrs. · 800 Call Charges: Complimentary	Function Space · Total Function Space Cost: \$350.00 Total · Can you accommodate all of the meeting space requirements? Yes Function Space Comments · 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.	F&B No food and beverage minimum will be required with 80% of pick up of guest room block. · 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	Distance to Airport 30 Minutes from Hartsfield Airport Features and Amenities · Suite rates include: ~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
(Report Continued)			



5. Comprehensive Site Selection Analysis

Site Selection Analysis




RESEARCHED – AVAILABLE

JW Marriott Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 371
<p>Dates Available</p> <p>9/24/2014 - 9/26/2014, 1st Option</p> <ul style="list-style-type: none"> • Single Rate: \$199.00 • Double Rate: \$199.00 <p>Additional Room Rate Information</p> <ul style="list-style-type: none"> • 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>Function Space</p> <ul style="list-style-type: none"> • Can you accommodate all of the meeting space requirements? Yes 	<p>F&B</p> <ul style="list-style-type: none"> • Continental \$21.00 • Lunch Buffets \$36.00 <p>F&B Comments</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>Distance to Airport:</p> <p>25 Minutes from Hartsfield Airport</p> <p>Features & Amenities</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"> - Health Club Charges: Complimentary - Parking: \$17/day <p>Attractions</p> <p>Lenox Square Mall Phipps Plaza Mall Governor's Mansion</p>

(Report Continued)




5. Comprehensive Site Selection Analysis

Site Selection Analysis			
<u>RESEARCHED – AVAILABLE</u>			
InterContinental Hotel Atlanta-Buckhead		Atlanta, Georgia	Guest Rooms: 422
Dates Available 9/24/2014 - 9/26/2014, 1st Option · Single Rate: \$219.00 · Double Rate: \$219.00 · Suite Rate: \$289.00 Additional Room Rate Information · Service Charge: 22% · Room Tax: 8% · Occupancy Tax: 7% · High Speed Internet: \$10.95/24 hrs · 800 Charges: \$1/ call	Function Space · Can you accommodate all of the meeting space requirements? Yes Function Space Comments · Meeting space of 1,000 sq ft.	F&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	Distance to Airport: 30 Minutes from Hartsfield Airport Features & Amenities · 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

Site Selection Analysis		
RESEARCHED- FACILITY UNAVAILABLE		
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			
Client:	Steel Corporation		
Hotel:	City Center Hilton		
Name & Date of Event:	Security Conference. September 26-28, 2014		
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)			

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



ConferenceDirect Experience



We work with hundreds of hotels, booking thousands of events each year, building relationships to better serve you.



ConferenceDirect 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, Chief Operating Officer
 - Lisa Messina, Chief Marketing Officer
 - Dave Scypinski, Senior Vice President
 - Jason Bond , Vice President Conference Management
 - Adam M. Briggs, Vice President Housing & Registration
- **Influential Advisory Board**



ConferenceDirect 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.

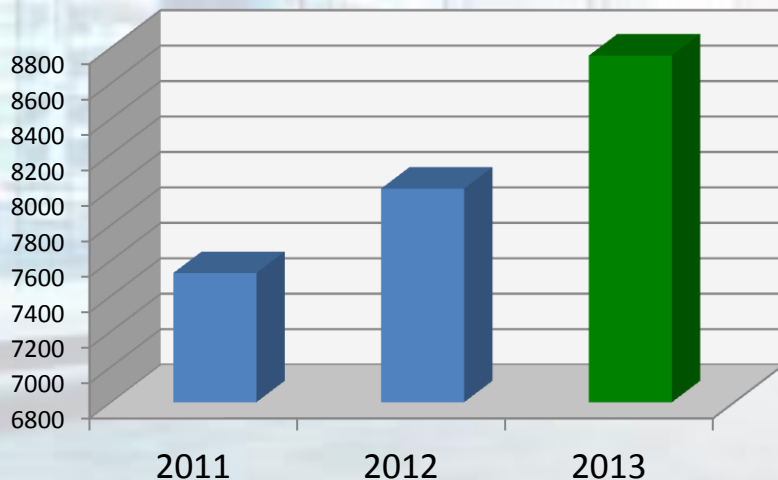
- **325+ Professional Associates**
 - Average 12+ Years Industry Experience
 - On-going Training & Industry Education
 - Well Connected Within the Industry
- **Unparalleled Training**
 - New Hire Training – CD 101
 - CD University
 - SuperTraining
 - Sales Certification Program – CDS
 - Conference Management Certification Program - CCM



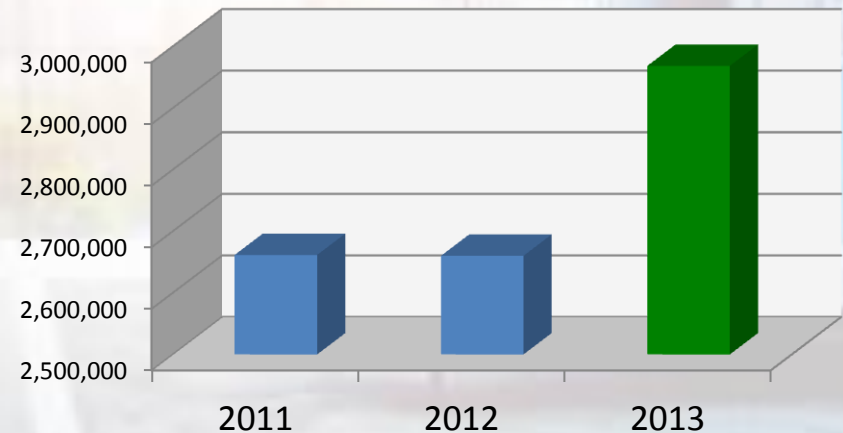
Strength in Numbers

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.

8,756 Meetings Booked
December 2013
(9% increase over 2012)



2,968,378 Room Nights Booked
December 2013
(12% increase over 2012)



Top 2013 Destinations - Presented at 2014 Annual Partner Meeting

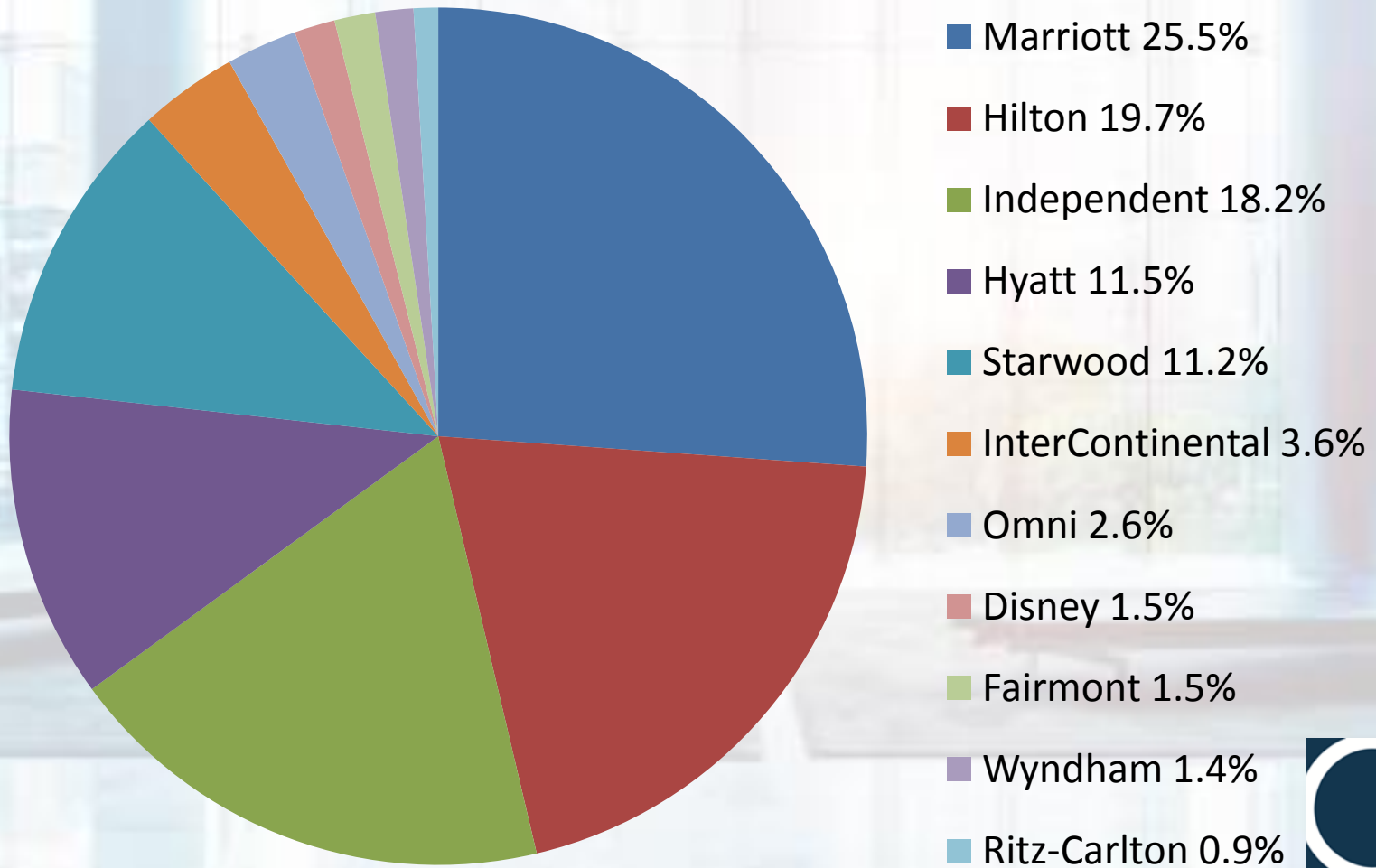


ConferenceDirect 2013 Top City Ranking Report - REVENUE

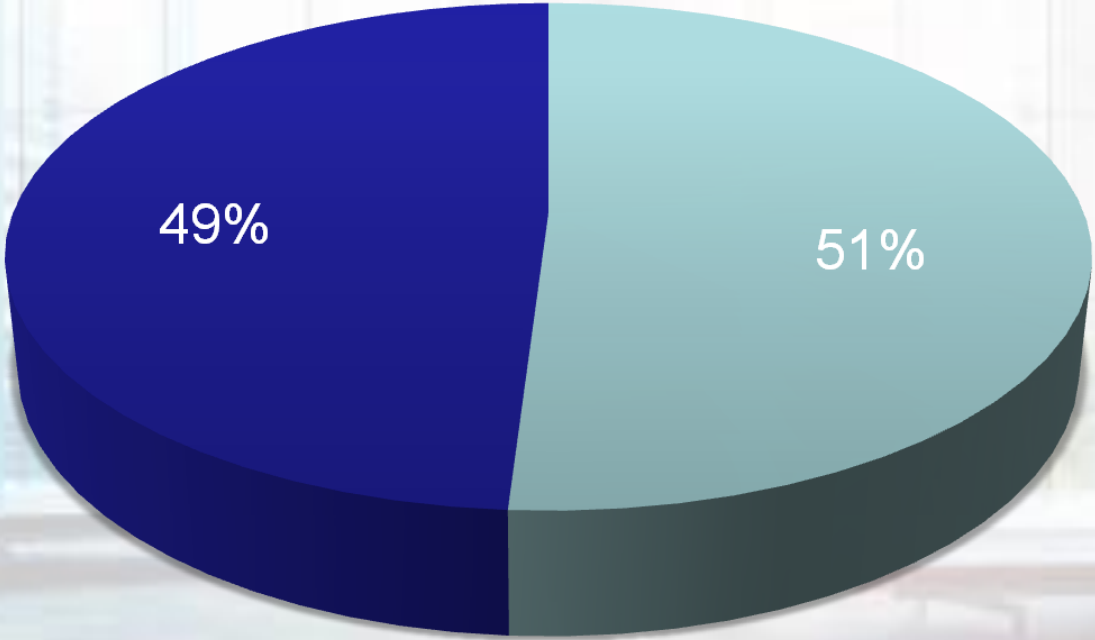
CITY	RNS	REVENUE
Orlando Total	267373	\$49,467,552.40
Washington Total	116141	\$27,088,725.93
Las Vegas Total	165518	\$24,208,441.07
Chicago Total	73777	\$15,288,012.49
New Orleans Total	76045	\$13,707,481.03
Nashville Total	69510	\$13,171,540.00
San Francisco Total	55001	\$13,012,914.22
Denver Total	71162	\$12,349,531.60
New York Total	41995	\$12,331,132.03
San Diego Total	60185	\$11,693,338.25
Atlanta Total	78238	\$11,387,571.10
Dallas Total	74781	\$11,384,202.16
Phoenix Total	54935	\$10,225,575.00



Room Nights Booked by Hotel Brand – December 2013



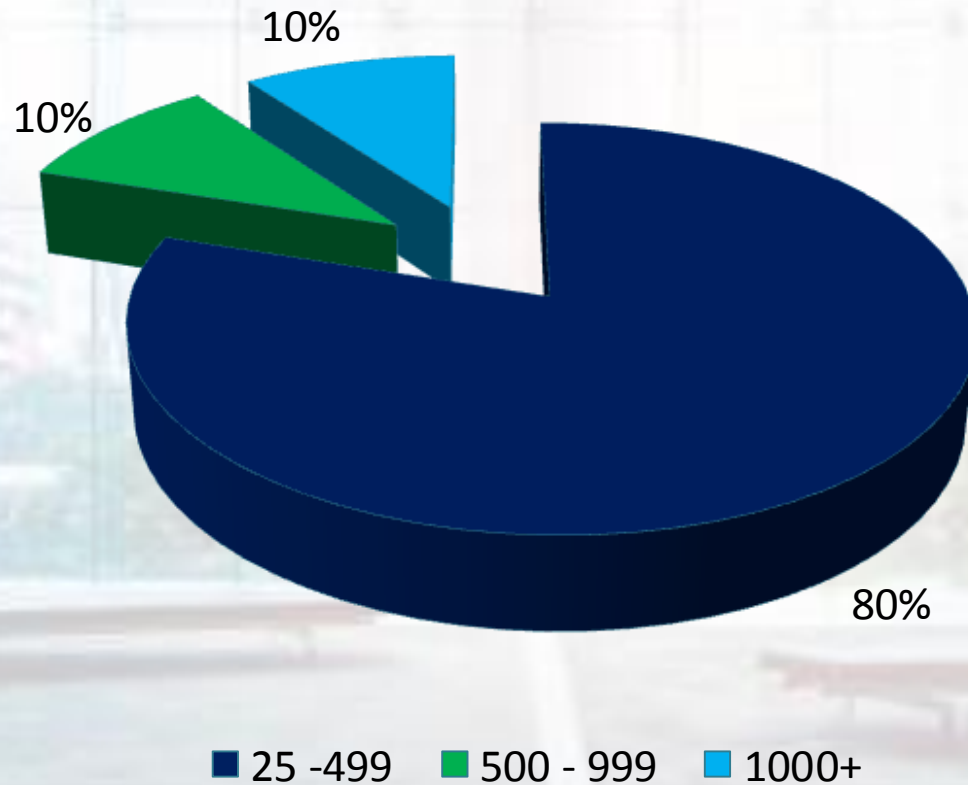
Corporate & Association Meetings Booked 2013



■ Corporate ■ Association



Size of Meetings 2013



Industry Associations

ConferenceDirect maintains a strong presence at Hospitality Industry events through our participation in major tradeshows.

Our involvement ensures that our customer's interests are well represented.

Our associates also use these opportunities to build and strengthen their industry relationships with vendors so that our clients will benefit from them.

Name of Event	Exhibitor	Attend
ASAE	X	X
GBTA	X	X
Springtime in the Park	X	X
DMAI Annual	X	X
PCMA		X
CESSE	X	X
AIBTM		X
EIBTM		X
IMEX Europe (Frankfurt)		X
IMEX American (Las Vegas)		X
MPI – WEC		X
ASAE Fellows		X
Starwood Rendezvous		X
Marriott Travel Partner Conference		X
ASAE Summit Awards Dinner		X
Four Seasons Meeting Planner Forum		X
Association Forum's Holiday Showcase – Chicago	X	X



ConferenceDirect Customers

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.



Our Customers Say it Best... In Their Own Words

“I worked with a crew from ConferenceDirect for the SAE 2013 Hybrid and Electric Vehicle Conference in Anaheim. They were professional and on top of every detail or issue that needed to be addressed. I never had to chase any of them down, never had to remind them to do anything, never had to repeat a request, nothing. Top shelf. . .”

SAE International



Our Customers Say it Best... In Their Own Words

“The best decision I ever made was to engage ConferenceDirect to assist ACTE with our Annual Convention.”

Association for Career and Technical Education



Our Customers Say it Best... In Their Own Words

“Through ConferenceDirect we have realized how strategic destinations can offer value-added savings for future conventions.”

Ellucian



Our Customers Say it Best... In Their Own Words

“Working with ConferenceDirect has been essential in building our Strategic Meetings Management program. Without the expertise that our representative brings with an SMM certification, the program would not function at the high level that we require.”

UL LLC/Underwriters Laboratories



Our Customers Say it Best... In Their Own Words

“The value of working with ConferenceDirect is without measure. In addition to being able to leverage their buying power for better pricing, they make the hotel contract and negotiation process so much easier. I view their staff as an extension of mine. Customer service, financial gains, and making my job easier – how could I go wrong?”

Synergos, An Association Management Company





ConferenceDirect®



Kevin Bell

Global Account Executive

ConferenceDirect

Mesa, Arizona

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Meeting Planning Made Simple



ConferenceDirect®

Thank You

We Promise To Save You Time and Money

www.conferencedirect.com

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