



WHY USE HELMSBRISCOE?

Time: Industry research shows that 30% of a company's planner's time is spent on site selection. HelmsBriscoe can save you that time. We help our clients work smarter, not harder.

Industry Presence: HelmsBriscoe is the largest site selection company in the world with over 1200 associates throughout 40 countries booking 18,000 meetings annually.

Buying Power: HelmsBriscoe has tremendous buying power that translates into savings for our clients. In 2009 alone, we booked over 3.1 million room nights (or \$503 million in rooms revenue) Hotels recognize and value our business and work with us to ensure that our clients receive special consideration and very competitive rates.

Industry Knowledge: Our extensive database includes not just the number of rooms and square footage of meeting space, but condition and service information along with past rates received by our clients. This knowledge is very useful when selecting and negotiating with hotels.

Experience: HelmsBriscoe associates are seasoned professionals with an average of 15 years industry experience. The HB team is comprised of former Hotel/Resort Directors of Sales and Sales Managers, in addition to Meeting and Event Planners. With this wealth of experience, HB offers the client invaluable insight into the site selection process.

No Cost: There is absolutely no cost to you, the client! HelmsBriscoe is paid a placement fee by the hotel. Room rates are not "marked up" and HB ensures you the best available group room rate.

SOME REVIEWS...

- "A 65 city search in less than 2 months. I don't know of another company who could have done this. For searches and destination management HB is our only Partner." DIGITAS
- "We want to let you know how satisfied we are working with HelmsBriscoe International. We appreciate the quality of service you provide and your prompt response to our needs." NIKE FRANCE
- "Because of HB's leverage, they get me rates that meet my budget." GLAXO SMITHKLINE
- "HB is extremely professional and thorough; they take away all my stress... and it doesn't cost me anything." National Association of Credit Management

THE PROCESS

The Agreement......if your organization agrees with our services we will begin the initial site selection search. All we need is a verbal request to commence the search. Our research and reporting services are at no cost to you.

The Requirements... You provide us with the basic requirements for the program including desired location(s), preferred dates, meeting room requirements, number of sleeping rooms, and any other details that are pertinent to the initial search.

The Research... We will search any hotel in the world – Independent or Chain Affiliated – to match your requirements and budget. We also make use of a "state-of-the-art" HelmsBriscoe own intranet, which includes comments from other associates and meeting planners on such things as service, physical condition and rates on many hotels worldwide. We will compare these results to other resources. We will also check for any special offers only available to HelmsBriscoe, to see if any match your requirements. Specific hotels requested by you will be included as well as those we have found that fit your requirements.

Sending the Lead/RFP ... Requests for proposals will be sent out to the hotels. We will compile all of the information we receive back from the hotels and send the results of our search to you. All room rates quoted will have been pre-negotiated according to your budget.

Narrowing the Decision... Using the hotel presentation provided, you will select one or more hotels that you are interested in pursuing, and we will discuss any further details from the hotel. We will also take this time to set up any site tours you request, which will allow you to meet the staff and become more familiar with the hotel(s).

The Final Contender... You select the hotel of your choice, and we request that the hotel draw up the contract. Your company never loses its identity.

Negotiations... You will receive a copy of the contract for review. We can review the first draft of the contract from the hotel, ensuring that pertinent clauses and concessions are included and we can negotiate on your behalf until a final agreement has been reached. A clause will be included in the contract stating that the hotel will pay a placement fee to HelmsBriscoe. You will then sign the final copy of the contract and return it to the hotel.

Your Site has been Selected... The process is complete. It is now time for us to step back and let you begin to work directly with the hotel. We will continue to be there to assist in any way possible.