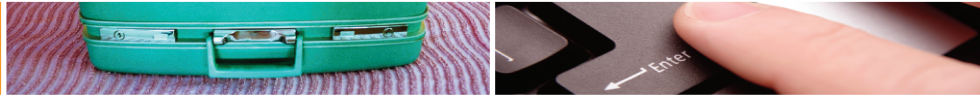


your master plan for convention housing®

Anti-Attrition Plan



Capture and count every room night your event generates.

You'll reduce attrition—and avoid penalties—when you work with Travel Planners. Our housing programs include a multi-faceted campaign to keep attendees and exhibitors from booking outside the block. And our audits are second to none in getting you credit for book-direct reservations.

Your rates start out as the best...and stay the best.

We're masters at helping you negotiate the lowest possible room rates. To preserve that edge, we constantly shop travel and hotel direct sites with automated **RatePatrol**® to be sure your program isn't under-sold. Because you offer the best deal, there's no cost incentive for anyone to book outside the block.

Targeted marketing increases pick-up.

Our exclusive **List IQ**® tool identifies opportunity segments like registrants who haven't booked. Then our **eFocus Marketing**® team targets customized email campaigns to boost pick-up. Anyone who goes surfing for a better deal finds your program at the top of search results thanks to our Search Engine Optimization and Google and Yahoo ad tactics.

We work non-stop so no room night gets away.

From the start, we activate **DataSync**® to lock in registration and reservation in one online session. We use flexible post cut-off tactics to sell right through your event. Our cancel/replace policies fill cancelled rooms with late-bookers and guests from **eChoice**™, our automated waitlist. Finally, **AuditPro**® finds miscoded and book-direct reservations so you get full credit and avoid attrition penalties.

For more information, call **800.221.3531, ext. 2345** or visit us on the web at **TPhousing.com**

TRAVEL PLANNERS

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