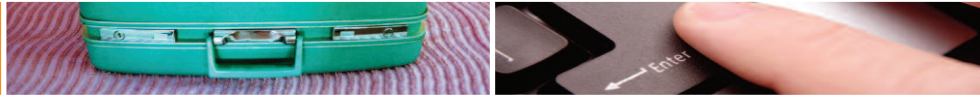


your master plan for convention housing®

Anti-Attrition Plan



Capture and count every room night your event generates.

Let Travel Planners help you reduce attrition and avoid penalties. Our multi-faceted strategy eliminates attrition clauses, guarantees competitive rates, and maximizes participation to boost bottom-line results.

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

We're masters at helping you negotiate the lowest room rates. To be sure your program isn't undersold, we deploy **RatePatrol**® to constantly shop travel and hotel direct sites. If we detect lower rates at program hotels, we approach them to correct the situation so your program always offers the best deal.

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 **TPhousing.com**

TRAVEL PLANNERS

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