

IT'S ALL PART OF THE PLAN



Rescue every
room night
the Internet
tries to steal.

TRAVEL PLANNERS INC

YOUR MASTER PLAN FOR CONVENTION HOUSING

The Anti-Attrition Plan

Travel Planners leads an all-out campaign to capture “book around” reservations.

We'll increase bookings by up to 20%.

Sit back and let Travel Planners launch your most successful marketing campaign ever at no added cost. Our high-response tactics lock in reservations to reduce potential losses to “book arounds.” Our eMarketing Executive coordinates the whole effort.

■ **“Reserve Now” Email Series**

Watch bookings increase by as much as 20% when targeted emails are delivered to unbooked exhibitors and attendees. You provide the list; we tailor and broadcast the email.

■ **“Countdown” Series**

We'll reduce last-minute cancellations. Pre-event email reminders urge bookers to review, change and cancel early for better block management.

■ **Website Oversight**

We'll supply and integrate graphics, logos, links and copy for your event website and other promotional materials.

■ **Event Headliner**

Your logo and program benefits get top billing on our IBM-powered reservation site, and we'll connect seamlessly to your event site.

■ **VIP Proactive**

Specially trained agents will invite unbooked VIP groups to make reservations and will handle all details in a single call.

We'll get more attendees to double dip.

We'll dig in and mine our databases to get both reservations and event registration from attendees. Travel Planners' user-friendly website and in-house Call Center make booking so easy that fewer attendees are tempted to use Internet competitors.


■ **ListIQSM Service**

We'll compare registration and hotel lists so you get the very best cross-sell opportunity. Then it's easy to target messages to registrants who have not yet reserved; you can pitch registration to reservation-holders who have not signed up yet.

■ **Data SyncSM Technology**

We'll facilitate registration and reservations in one simple session. Data Sync transfers personal information between both sites so attendees don't have to re-enter it. Data Sync can interface with any registration system.





We'll count the rooms you thought were lost.

Two exclusive services from Travel Planners get you the credit you deserve for rooms booked outside the block. You avoid attrition penalties and get maximum credit for your event's economic impact.

■ **Impact Protection Program**

We'll channel Internet bookers to our affiliated site, Quikbook.com®, one of the web's highest-rated hotel sites. Reservations we capture are credited to your event. You can take this step without managing an additional vendor.

■ **AuditProSM**

Our exclusive automated audit tool matches registration lists with hotel guest lists. So even rooms booked outside the official housing program are added to your total block utilization. The Anti-Attrition Plan takes every opportunity to claim every possible room night.

From first contract to “morning-after” audits, everything we do to eliminate attrition is included.

It's all part of the plan.

As a Travel Planners client, you'll be offered all these services at no additional cost. Your Program Executive and eMarketing Expert can help you decide which ones are right for your event. Then we'll launch and manage these services on your behalf.

We provide all the materials and manpower as part of your Master Plan.

TRAVEL PLANNERS INC

Ask us how we
can eliminate your
attrition worries.

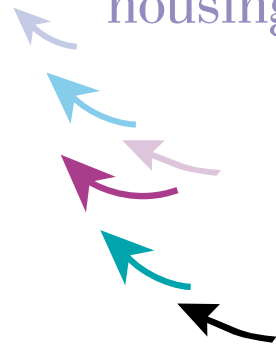
Call Travel Planners at
1-800-221-3531, ext. 2345

Or visit
www.tphousing.com



Avoid attrition
penalties.

Get maximum
credit for your
event's economic
impact.



Improve support
of your official
housing program.

TRAVEL PLANNERS INC

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