

Let our e-Marketing Team do the heavy lifting for you



Only Travel Planners takes a total approach to selling your housing program...and boosts room pick-up by 20%.

Leverage our high-powered marketing expertise.

As a Travel Planners client, you automatically get the services of our professional team to market your housing program, at no additional cost.

We'll lay out a complete e-marketing strategy for you.

No guesswork or piecemeal promotions. Travel Planners maps out a comprehensive marketing plan with timing, targeting and structure – all designed to support and enhance your other show communications.

Think of us as your full-service agency.

You get the skilled staff and resources to handle all elements of electronic marketing including creative, graphic design, email distribution, list management, web enhancements, even custom promotions.

How would Travel Planners promote your event?

Ask us how we'd e-market your housing program. Contact us at 1-800-221-3531, Ext. 2345 or sales@TPhousing.com.

TRAVEL PLANNERS INC

YOUR MASTER PLAN FOR CONVENTION HOUSING

IT'S ALL PART OF THE PLAN

It's all about relationships.

Whenever an exhibitor or attendee interacts with Travel Planners, we make them happy and we make you look good. Here are just some of the best practices we'll apply to the marketing of your housing program.

Groups get white-glove treatment.

Our best-in-class **GroupsWizard** technology lets groups manage their own blocks online. Life is easier for them...and you get fewer inquiries and complaints.

We can the spam.

All messages are CAN-SPAM compliant. Our **LIST IQ** technology allows us to compare housing and registration lists to avoid repetitive emails. We also manage opt-outs on a daily basis so recipients who don't want email won't get it.

Your lists are locked tight.

We place strict and absolute limits on list access. All lists are deleted after your event. Of course, you approve every message before we send it.

Your waitlists really work.

eChoice manages waitlisted names to re-sell sold-out rooms when cancellations occur. Our goal: never let down a customer who responds to our messages.

Piggyback booking and registration.

Our **DataSync** technology helps users reserve and register in one session. It's a secure one-click tool that ups the chances you lock in both transactions ASAP.

Win with custom promotions.

Want to inject some extra fun or urgency into your event? No problem. On request, we'll develop and manage event-based contests or sweepstakes for you.

Always know how we're doing.

You never wait until the end to know how well our marketing works. Online reports show you the status of your housing program any time, day or night.

You'll do more than sell rooms. You'll build your brand too.

Customized banner ads, web pages and emails

Your brand – your logo, event name and information – get prime visibility including the Headliner spot on your dedicated reservation site. Exhibitors and attendees get a unified message at every point of contact.

Targeted, scalable email campaigns

We'll agree on an email strategy that fits your organization's guidelines. Then you'll watch early reservations increase, last-minute changes decrease and room pick-ups grow by 20% or more.

User-friendliest interfaces

Our reservation site delivers the lowest room rates with the easiest-to-use interface anywhere. There's powerful technology behind it all, but the real benefits are out front – where your program stands out as the smart, friendly, economical choice.

Savvy cross-selling

Why sell just a reservation when you can lock in a registration too? Travel Planners' high-impact emails and booking site always link seamlessly to your event site. It's helpful to exhibitors and attendees...and good business for you.

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