



NEWMARKET®  
**DirectBook**

**Online Booking with Total Control**

DirectBook is an online booking system that allows planners to book small meetings via the web, freeing up hospitality sales professionals to focus on larger revenue opportunities. With DirectBook, you have complete control over which customers have the privileges to book online, as well as the types of function space inventory available to them.

**MAKE IT SIMPLE**

Your customers can already book hotel rooms, flights and dinners for two online. Why not small meetings and events as well? Newmarket International's DirectBook is a web-based solution that allows your customers to easily source, book, and pay for single-day, function space only events. DirectBook automatically blocks that function space, removing the room from inventory so there is no risk of overbooking. At the same time, your customers are also able to choose catering and resource options from the selections you provide, completing their orders with a few simple clicks.

By providing the ability to book small meetings online, you will effectively differentiate your brand in the marketplace and strengthen relationships with your best customers.

**THE POWER IS IN YOUR HANDS**

With DirectBook, you determine how broadly to distribute direct booking privileges. For instance, direct booking is a perfect way to enhance relationships with any customer or group of customers, including preferred accounts and local corporations or associations. DirectBook can also streamline the booking process for internal or affiliated customers, including company departments, executive offices, or partner organizations that have priority requirements for meeting space. What's more, DirectBook gives your select customers convenient access, immediate responses to their requests, and a place to monitor their events and BEOs.

**IMPROVE YOUR RETURN ON GROUP BUSINESS**

DirectBook turns a challenge into an opportunity by allowing you to increase revenues and reduce expenses associated with the booking of single-day events. And since the processing happens online, it keeps sales administration costs down, freeing sales managers to focus on larger opportunities. Putting the DirectBook connection into the hands of your customers also gives you a competitive advantage, reducing the cost of winning small meetings business while strengthening your customer relationships. The result is that DirectBook enables you to assign the appropriate level of sales effort to your small meetings strategy.

**43% of all corporate meetings are for groups with fewer than 25 participants. It is this segment that is projected to experience the greatest growth between now and 2008.**

Groups and Meetings: Market Opportunity Redefined  
PhoCusWright, January 2007

## KEY FEATURES

DirectBook gives you control over your online booking strategy for small meetings with the ability to set key parameters around how you present direct booking options to your customers.

- **Locations and Accounts**

You determine which accounts and users have access to specific locations and function rooms. You can base this decision on any criteria you choose—preferred account status, frequency of booking, account strategy, and more.

- **Pricing Discounts**

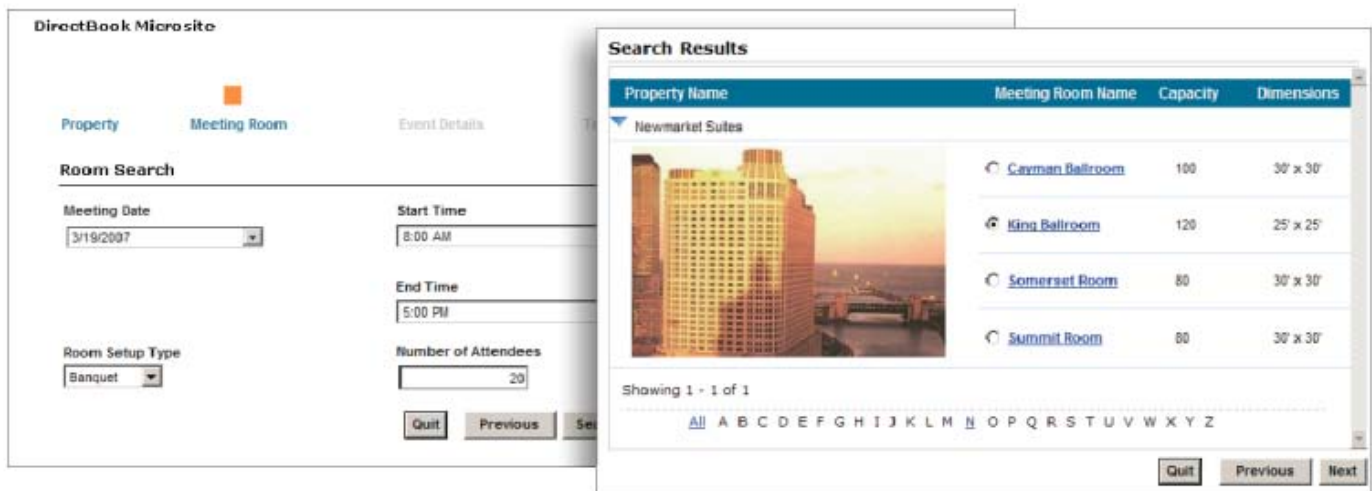
You set rates based on the relationships you have with the accounts you select. DirectBook can extend existing preferred customer discounts, rate cards and loyalty programs, or you can set up programs specifically aligned with DirectBook usage.

- **Room Inventory Controls**

You expose function room inventory according to the criteria that matter to you, including site/ location, room or room type, dates of availability, and time of day.

- **Menu Items and Packages**

You create and manage Menus, Items, and Packages centrally, with pricing and activation controlled locally. This allows for pricing and availability to be tailored to match local market conditions while still giving you a means for consistent tracking and analysis.



For more information visit us online at [www.newmarketinc.com](http://www.newmarketinc.com), or contact us at one of the following locations:

### Corporate Office

Newmarket International  
75 New Hampshire Avenue  
Portsmouth, NH 03801  
USA  
phone: 603.436.7500  
fax: 603.436.1826  
salesinfo@newmarketinc.com

### Europe, Middle East, Africa

Newmarket International  
4thFloor, Drapers Court  
Kingston Hall Road  
Kingston-Upon-Thames  
Surrey  
KT1 2BQ - England  
phone: +44. (0).20.8481.6600  
fax: +44. (0).20.8481.6620  
london@newmarketinc.com

### Asia Pacific

Newmarket International  
Software Pte. Ltd.  
3 Bishan Place  
#05-03/04, CPF Building  
Singapore 579838  
phone: 65.6735.5988  
fax: 65.6835.2280  
salesap@newmarketinc.com

### Australia

Newmarket International  
Software Pte. Ltd  
119 Willoughby Road  
Crows Nest, NSW, 2065  
Australia  
phone: +61 (0) 61 2 9965 3797  
salesap@newmarketinc.com

### China

Newmarket International Software  
(Shanghai) Co., Ltd.  
Suite 1709, You You International Plaza  
No 76 Pujian Road  
Pudong New Area, Shanghai, People's  
Republic of China  
Postal Code 200127  
phone: +86 (21) 5838 2878  
fax: +86 (21)5838 2877