



NEWMARKET[®]
MeetingBroker[®]

Book More Business with MeetingBroker

MeetingBroker is a web-based lead management solution that enables you to capture and manage leads coming in from multiple business channels. MeetingBroker receives RFPs from meeting planners, allowing hospitality professionals to quickly assign, respond to and analyze these opportunities.

GET THE FIRST RESPONSE ADVANTAGE

Online distribution channels are revolutionizing the hospitality industry, providing new avenues for both professional and casual event planners to submit inquiries and RFPs over the Internet. At the same time, this proliferation of channels makes it more difficult than ever for hospitality companies to track leads, respond quickly and report results. To ensure consistent sales procedures, measurement standards and escalation policies across your sales organization, you need a solution for managing leads across all channels. MeetingBroker is that solution.

MeetingBroker improves lead conversion and, ultimately, your bottom line by helping you respond faster than the competition. Travel and hospitality industry expert PhoCusWright reports that speed of response is the most important criteria planners use in selecting suppliers for a meeting.¹ MeetingBroker gives you the first response advantage by assigning leads to the correct sales managers the instant RFPs are received, eliminating bottlenecks and duplicated communications. Specifically, MeetingBroker enables you to:

- Automatically escalate leads from all channels until the RFPs are viewed or action is taken
- Analyze and track the sources of leads to determine which distribution channels are producing the most revenues and profits

KEEP BUSINESS WITHIN YOUR PORTFOLIO

Not only does MeetingBroker allow you to easily create a lead from any account, contact, or booking and deliver it to a sister property, built-in analytics track status and actuals to support your internal lead-passing incentive programs. For added convenience, automatic currency conversion enables you to respond to multi-national opportunities professionally by presenting prices in the customer's currency.

“By centralizing our lead distribution and management on the MeetingBroker platform we will be able to understand sources of business, how leads are managed at the property level and have a holistic picture of our customers across the global enterprise.”

Stephen Powell, Vice President, World wide Sales
IHG

¹ *Groups and Meetings: Market Opportunity Redefined*, PhoCusWright Inc., 2007

KEY FEATURES

LEAD MANAGEMENT

- Manage and distribute all incoming leads through a central routing point
- Assign leads by channel, market segment, account, geography or any other user-defined rules
- Eliminate missed opportunities by automatically escalating leads not viewed or responded to

CUSTOMIZATION CAPABILITIES

- Establish business rules that prioritize responses to preferred accounts
- Create a branded RFP response that assures consistency and reflects your customer care strategy

APPLICATION MANAGEMENT AND INTEGRATION

- Eliminate dual data entry and associated errors with full integration to Delphi® Sales and Catering
- Access a full-featured browser application maintained at a secure, hosted Tier 4 SAVVIS data center
- Integrate to leading third party channels to increase the number of online leads

MeetingBroker		MeetingBroker Reporting RFP-Business Data Tracking Report											
All the revenue fields present on this report are in USD													
Start Date : From 1/1/2007 To 1/31/2007		Receiving Location : All			Channel : All			Status : All			Report Type : Received		Sort By : Receiver
Receiving User : All			Converted Currency: USD										
Receiver	Sender	RFP ID	Meeting Name	Primary Contact	Organization	First Sent Date	RFP Start Date	RFP Status	RFP Total Room Revenue	RFP Total Rooms	Business Owner Name	Business Start Date	Business Status
sleclair@hotel.com	jevans@email.com	44690	Delphi Auto Quality Training	John Evans	Grabill Corp.	12/27/2006	1/30/2007	Updated	0	30	LeClair, Susan	1/30/2007	Prospect
sleclair@hotel.com	jevans@email.com	48982	Delphi Auto Quality Training	John Evans	Grabill Corp.	1/15/2007	1/30/2007	Self-Awarded	8700	29	LeClair, Susan	1/30/2007	Inquiry
peter.kuehl@hotel.com	cpeach@mail.com	33597	Quarterly Sales	Peach, Chris	Vodafone	10/23/2006	1/2/2007	Redirected	3000	25	Kuehl, Peter	1/2/2007	Inquiry
boliver@hotel.com	ccloutier@mail.com	2138	Velo Technology Expo	Cloutier, Cindy	NVA Association	1/9/2006	1/1/2007	Self-Awarded	0	4	Oliver, Blanche	1/1/2007	None
peter.kuehl@hotel.com	abartley@mail.com	8466	GE Q4 Meeting	Anne Bartley	General Electric	5/8/2006	1/1/2007	Self-Awarded	220	1	Kuehl, Peter	1/1/2007	Inquiry
gcole@hotel.com	StarCite Online Marketplace	2660	Regina Oneform - GMS Status	Gillette, Heather	Regina Oneform	1/26/2006	1/15/2007	New	0	30	Cole, Gary	1/15/2007	Inquiry
boliver@hotel.com	StarCite Online Marketplace	47679	Quarterly Meeting	Barron, Paul	American Express	1/10/2007	1/11/2007	New	3780	20	Oliver, Blanche	1/11/2007	Prospect

The RFP-Business Data Tracking Report, one of many standard MeetingBroker reports, compares the original RFP to the actual RFP business.

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