

expotel[®]



Gold



Silver



Bronze



CHANGE YOUR
PERSPECTIVE
JOIN THE COLLECTION

WELCOME TO THE EXPOTEL COLLECTION

The Expotel Collection is an exclusive membership which has been specifically designed to support Independent hotels and conference venues.

Membership to this unique collection offers an exceptional range of benefits and opportunities to partners and provides the advantage of strengthening the relationships between independent properties and Expotel as well as our business associations including Venues Event Management and LateMeetings.com.

The Expotel Collection also offers enhanced promotion and exposure amongst our internal teams as well as directly to our clients via a range of activity and access.

Benefits include:

- Priority positioning on Expotel's booking systems
- Online representation on LateMeetings.com
- Advertising opportunities
- Access to Expotel's bookers via Independent Showcase Events
- RFP & client programme opportunities

Read on for more information about the exclusive packages available to your business and the opportunities that the Expotel Collection can offer you.

**PRIORITY POSITIONING ON
EXPOTEL'S BOOKING SYSTEMS**

**ONLINE REPRESENTATION
ON LATEMEETINGS.COM**

ADVERTISING OPPORTUNITIES

ACCESS TO EXPOTEL'S BOOKERS

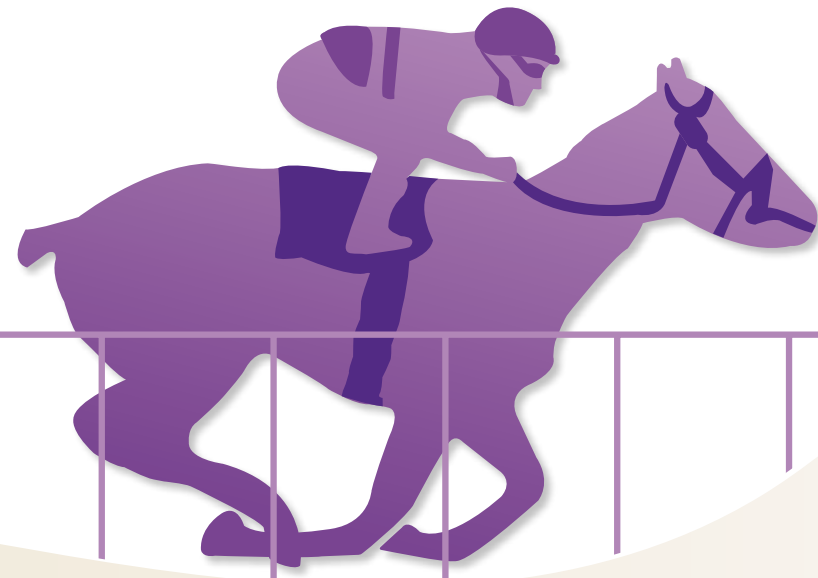
SUCCEED WITH GOLD



As the highest profile member of the collection, your property will be positioned as a Gold Level partner within all booking systems and will be entitled to an extensive range of access and activity elements including:

- Initiation meeting with a member of the Partner Services team
- 2 review meetings per year
- Top 5 ranking within LateMeetings.com
- Full user access to RateDirect – Expotel’s content management & dynamic pricing system
- Monthly management information
- An invitation to Expotel’s exclusive Independent Showcase Event providing direct access to staff plus an additional drop off to each office
- Coverage within DialExpotel/Expotel Events industry leading magazine
- Allocation of a prime advertising slot on Expotel.com homepage
- Allocation of a Skyscraper advert on Expotel.com homepage & secondary page
- Access to Expotel Trade online procurement platform

INITIATION MEETING
INVITATION TO
INDEPENDENT SHOWCASE EVENT
TOP 5 RANKING WITHIN
LATEMEETINGS.COM



ADVANCE ON SILVER



As a Silver Level partner of the collection, your property will benefit from improved positioning within all booking systems as well as a prime selection of activities including:

- Top 15 ranking within LateMeetings.com
- Full user access to RateDirect – Expotel’s content management & dynamic pricing system
- An invitation to Expotel’s exclusive Independent Showcase Event providing direct access to staff plus an additional drop off to each office
- FAM Trip opportunities
- Coverage within DialExpotel/Expotel Events industry leading magazine
- Allocation of a Skyscraper advert on Hotel/MICE page of Expotel.com
- Access to Expotel Trade online procurement platform

**EDITORIAL COVERAGE
WITHIN DIAL MAGAZINE**

**TOP 15 RANKING WITHIN
LATEMEETINGS.COM**



BENEFIT WITH BRONZE



The bronze level membership will offer you an introduction to the partnership, providing you with a unique selection of activities including:

- Listed as an Expotel Collection property on all marketing activities
- Subscription to LateMeetings.com
- Opportunities for coverage within DialExpotel/Expotel Events industry leading magazine

If you would be interested in upgrading your existing membership, please speak to a member of the partner services team for more information.

Contact Details

Expotel Partner Services Team

E: Partnerservices@expotel.com **T:** +44 (0)844 793 7668 (option 5) **W:** www.expotel.com

Expotel

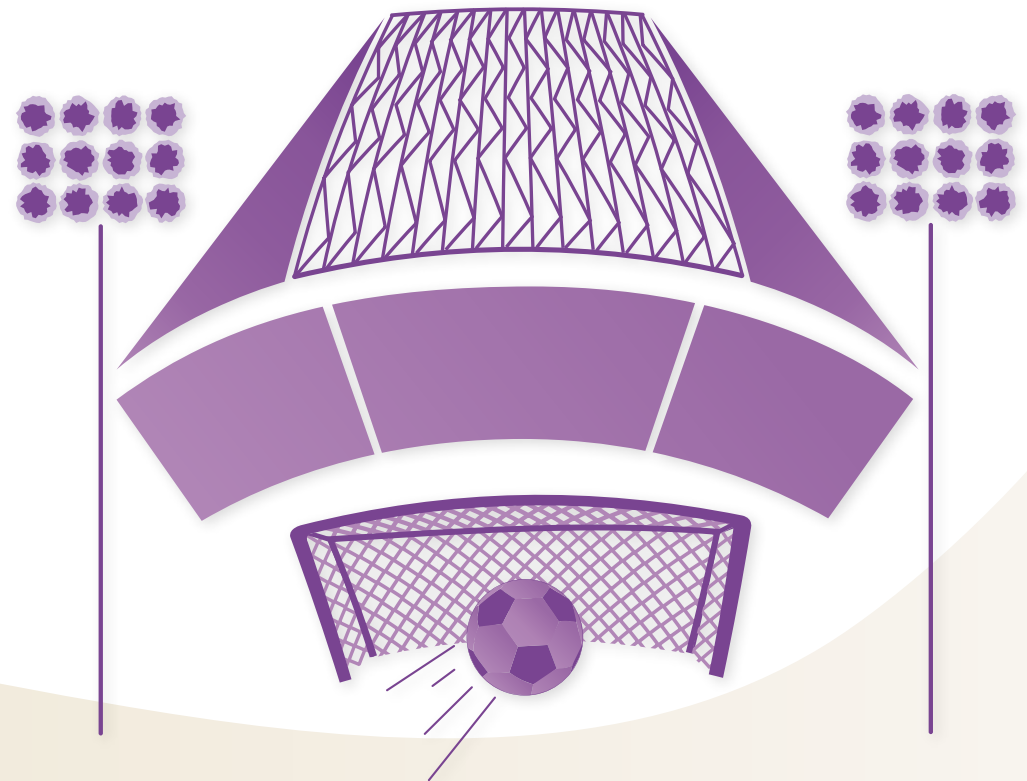
St James House

192 Wellington Road North

Stockport

SK4 2RZ

IMPROVED POSITIONING WITHIN ALL BOOKING ENGINES



EXPOTEL TRADE



INTRODUCTION TO EXPOTEL TRADE

The Expotel Trade online procurement platform was successfully launched in early 2011, providing a consolidated trading platform for the hotel market.

Following on from its initial success, Expotel Trade is delighted to announce a strategic alliance with Beacon, the hospitality procurement specialists. This partnership will assist in aiding our service delivery and provide substantial cost savings for our partners.

Gold and Silver members of The Expotel Collection can take advantage of the following unique benefits:

- Free Purchase Ledger Review by an accredited procurement specialist
- Cost saving recommendations
- Access to consolidated purchasing prices via Beacon Platform
- Expotel Trade "Saving Guarantee"

*** Expotel Trade Saving Guarantee - Achieve savings that are equal to the value of the initial Expotel Collection investment as a minimum or we will offer you the next 12 months on Expotel Collection absolutely FREE!!!**

The process is quick and easy, we will coordinate a meeting at your convenience with our procurement specialists who will review current expenditure of the property and make cost evaluations and recommendations in accordance with the Expotel Trade and Beacon Portfolio.

EXPOTEL TRADE "SAVING GUARANTEE"*

- Based on a meeting being staged and the ability to review current outgoings
- Only available as part of Gold and Silver memberships

**Terms and conditions apply*



COMPARE BENEFITS



ACCESS	Gold	Silver	Bronze
Access to Partner Services and Rates team via telephone and email	●	●	●
Considered for all relevant RFP listings	●	●	
Quality Assessment Review	●	●	●
Exclusive invitation to annual Independent Showcase Event	●	●	
1 Visit to each office for scheduled "drop off"	●	●	
FAM trips allowed	●	●	●
Initiation meeting once signed with Partner Services, onsite training on systems (1hr)	●		
Review meeting with Partner Services after 6 months (1hr)	●		
SYSTEM OPTIMISATION	Gold	Silver	Bronze
The property will receive preferential positioning across all booking systems in the Expotel group	●	●	●
Online representation on bespoke M.I.C.E. tool LateMeetings.com	●	●	●
Full user access to Rate Direct enabling the property to upload content and dynamic pricing	●	●	●
LateMeetings.com Online Training, 1 session	●		
Top 15 Ranking within LateMeetings.com	●	●	
Top 5 Ranking within LateMeetings.com (Area Dependent)	●		

COMPARE BENEFITS



ACTIVITY	Gold	Silver	Bronze
Listed as an Expotel Collection property on all marketing activities	●	●	●
Opportunity to participate in the award winning client publication Dial Magazine in the form of Editorial Content	●	●	●
1 Hero ad rotating for 15 days on Primary page on Expotel.com	●		
1 Skyscraper advert rotating for 15 days on primary pages	●		
1 Skyscraper advert rotating for 7 days on secondary pages	●	●	
Discounted marketing opportunities for additional online and print advertising	●	●	●
Monthly Management Information (Total Turnover Received)	●		
Bi-Annual Management Information (Total Turnover Received)		●	
SYSTEM/WEBSITE DEVELOPMENT	Gold	Silver	Bronze
Hyperlink availability/bookability on own site powered by LateMeetings.com	●	●	●
Access to Expotel Trade platform with ability to tender any procurement requirements to our accredited suppliers list	●	●	