

MADvertising

Electronic Advertising Benefit Summary

PRACTICAL • PRO-ACTIVE • PRODUCTIVE

- Targeted, cost-efficient advertising (thousands less than traditional print advertising)
- Permission based (CAN-SPAM compliant)
- Repetitive campaign delivers impressive reach and frequency to approximately 10,000 meeting planners; aids in establishing and building property branding
- On-line RFP is sent *only* to your hotel as a direct response to advertising (not to preferred hotels or to dozens of competitors)
- On-line profile and brochure provide planner with available dates/rates in a 3-year window, photos, meeting space layout, banquet menus and more. ****All Printable****
- Consistent ad presence and speed of internet delivers point-of-purchase timeliness



- Exclusive click-to-call telephone response puts planner in direct and immediate touch with hotel sales staff

- Printable format allows meeting planner to prepare a customized proposal
- On-line links to your website and rich media presentations
- Direct access format guides planner to the hotel website
- No commissions or transaction fees



MADvertising

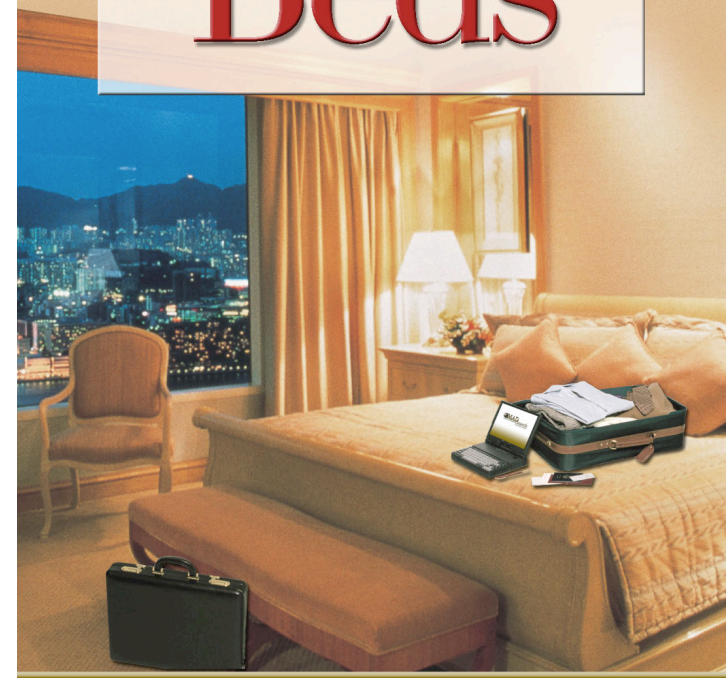
...the cost-effective way to increase group meeting market share for your property.

Act today. Call for information.
Gilda Steiger, V.P. & COO



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Put Heads in your Beds



Boost your hotel's group meeting sales with

MADvertising

...the cost-effective way to increase group meeting market share for your property.



Meeting planners love
MADSEARCH

...and hotel sales managers love the added group meeting business brought to their doorstep.

It's a love match made in heaven...

MADSEARCH is a powerful meeting planner portal database that is fast, easy to navigate and full of helpful information. Featuring invaluable contact information on thousands of hotel properties worldwide, the MADSEARCH website (www.MADSearch.com) offers a unique, custom-tailored information service developed exclusively for use by meeting planners.

Its simplified RFP format allows planners to attach their own meeting specification form, thereby eliminating the need to re-key their request. Unlike other RFP alternatives, the MADSEARCH RIPs are transmitted directly to the hotel sales office. The MADSEARCH planner-liaison follows up, ensuring delivery and response. No commission or transaction fees are charged.

The power of e-advertising

In a survey conducted in 2004, tabulated by the Kellogg School of Management, MADSEARCH determined that responding meeting planners generated more than \$36,000,000 in group meeting sales in 2003.

An unsolicited 3rd party statement from respected industry consultants:

"In the context of explosive growth in Internet distribution and marketing in hospitality, email marketing is a powerful direct-to-customer distribution and marketing tool. It allows hoteliers to engage customers in strong, personalized and mutually beneficial interactive relationships, increase conversions, and sell more efficiently. Email marketing is an important aspect of today's multi-channel marketing model that requires hoteliers to communicate a single brand image across all channels.

*Jason Price and Mark Starkov,
Hotel Online
September 2004*

MADSEARCH is your direct channel to the meeting market

The many facets of MADSEARCH distinguish it from competitive alternatives

MADVERTISING

Hotels, airlines, car rental agencies and other hospitality industry businesses may choose from a wide array of advertising and marketing opportunities.

- On-Line Brochures
- Home Page and Pop Up advertising
- Hot Rate ads/listings
- Classified & Sponsor Listings
- MADBLAST Links
- FamTrip Offers

Advertiser Benefits Summary

- Permission based (CAN-SPAM compliant)
- Economical and affordable (cost efficient)
- Consistent (Multiple insertions deliver effective reach & frequency to more than 10,000 incentive, association, non-professional and professional meeting planners).
- Targeted exposure to entire planner universe (Associations, corporate, consultants, independents, social, and government)
- Interactive (Links to printable on-line brochure)
- Timely (Reaches planner when he or she is looking for information or ready to buy)
- Proactive (Planners are continuously "reminded" to visit site via e-mail and weekly issue of MAD Travel News newsletter)
- RFP capability (Planner contacts property directly. No 3rd party involvement)
- Unique Click-2-Call (direct-to-advertiser) telephone response service facilitates immediate personal follow-up and captures contact information with permanent record

MADNEWS

Edited exclusively for meeting planners and hotel sales, marketing and management executives, this weekly newsletter is e-mailed to more than 10,000 professional and corporate meeting planners and 6,000 hotel sales, marketing and management executives. It contains up-to-date advertising, information about hotel properties (staff changes and promotions, job opportunities, refurbishing projects, facility expansions, etc.), Value Rates & Dates, and links to current MADBLAST flyers.

MADBLAST

An e-mail advertising flyer promoting advertiser in a stand alone, uncluttered message. This blast is followed up by two repetitive insertions (one each in the next two e-mailed editions of MADNEWS). For additional exposure to website visitors, these MADBLASTS are also archived on the MADSEARCH website.

MADVALUE DATE REVIEW

Monthly recap of client's promotions and hot dates/rates distributed to the planner database reinforcing client's identity and availability.

CUSTOM E-ADVERTISING ALTERNATIVES
(available for hotels and all other hospitality industry services or products)

- Destination alliances
- Regional/chain co-op
- Multiple pages
- Streaming Video
- Convention Bureaus
- Municipal or State Tourist agencies
- Taxi or Air Charter services
- Car Rental Packages

Ask about our revolutionary INSTAQUOTE® RFP, coming January 1, 2005

