



2013 CALENDAR
MEETINGS *and* EVENTS

Preferred
HOTELS & RESORTS

Preferred
BOUTIQUE

SUMMIT
HOTELS & RESORTS

STERLING
HOTELS

STERLING
DESIGN

Preferred
RESIDENCES

SUMMIT
SERVICED RESIDENCES

TS – TRADESHOW

Tradeshows are industry events in which Preferred Hotel Group has a corporate booth, and member hotels may register to participate under the Preferred Hotel Group banner. Participation in tradeshows allows members to increase their marketing presence and enhance exposure with other partner hotels through the strength of our global brands. Following the event, client information collected from the lead retrieval is sent to each hotelier for follow-up. Some of our major tradeshows include:

ILTM – The leading annual business-to-business event for the global luxury travel community. The world's most sought-after destinations and unique travel experiences are showcased for the most discerning international luxury travel buyers.

EIBTM – The leading global events for the meetings and events industry. These tradeshows deliver three days of focused access to a dynamic business audience and thought-provoking professional education and business networks for exhibitors, hosted buyers, and trade visitors.

IMEX – In Frankfurt and Las Vegas, these shows are the essential worldwide exhibitions for meetings and incentive travel. They are the only meetings and incentive travel exhibitions to combine attendance by a major outbound market with hosted international buyers.

ITB – The premier meeting place in the travel trade industry, this show is a forum for establishing new customer contacts and conducting business, guaranteeing high-quality customer contacts.

GBTA – The premier event in the corporate travel industry. Each year, thousands of travel managers and suppliers gather to take

RS – ROADSHOW

Roadshows are scheduled joint sales calls to key clients in primary and secondary markets. Participation is specific to client criteria. Local Preferred Hotel Group Sales Managers and Directors work closely with the clients to confirm the most appropriate appointments for the targeted hotels.

CE & SE – CLIENT EVENT OR SIGNATURE EVENT

Client Events and Signature Events are hosted by Preferred Hotel Group to introduce our member hotels to key buyers. Following the event, a complete client list of names and contact details are provided to our participating hotel partners.

CE – Client Events are any event in which member hotels participate to network with clients. Formats include tradeshows, meeting matching, luncheons, dinners, themed parties, and more. These high-energy events may include up to 40 hotels and 200 clients.

SE – Signature Events are a specific type of event developed by the Group Sales Team to introduce our member hotels to pre-qualified meeting planners. Qualified group meeting planners ensure active bookings at luxury hotels and resorts to maximize return on investment from these intimate events. Signature events follow a tradeshow format, allowing each participating hotel to showcase their property on individual tables using printed collateral and visual presentations.

M – MEETING

Preferred Hotel Group meetings are scheduled to strengthen relationships with our members, to offer updates and analysis of past performance and trends, and to encourage networking among our members. Additional meetings may be added for specific areas and often include Revenue Management and Sales Boot Camp.

GLOBAL SALES MEETING AND MARKETING (previously Regional Meetings) is a sales-focused meeting targeted to General Managers, Directors of Sales & Marketing, Directors of Sales, and top executives. The Preferred Hotel Group Sales Directors are in attendance, and interactive sessions are scheduled. Discussion topics include sales, marketing, alliance partners, distribution, and revenue management.

PREFERRED ANNUAL CONFERENCE (PAC) is our major annual meeting, focused on hotel development. This strategic meeting is designed for Owners, Vice Presidents, General Managers, and top corporate and executive managers. This meeting focuses on industry and global trends, strategic alliance, guest loyalty, media and public relations, revenue management, technology, and environmental issues.



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DATE	DAYS	TYPE	LOCATION	CURRENCY	PRICE	TARGET SEGMENT	TARGET HOTELS	CONTACT
15-Jan-13	2	RS	Hong Kong	USD	\$1,100	Corporate / Lesisure / MICE	All	Chan
19-Jan-13	1	CE	San Jose "Sharks" Client Event	USD	\$1,200	Group / MICE	All	Macy
22-Jan-13	1	CE	New York Media / GM Reception	USD	\$400	Media	All	Gemskie
23-Jan-13	1	CE	GM Dinner	USD	\$750	Corporate / Leisure	All	Stiffler
24-Jan-13	1	CE	New York - Winter Showcase	USD	\$2,500	Corporate / Leisure	All	Stiffler
25-Jan-13	1	CE	San Francisco (Meeting Matching)	USD	\$1,300	Group / MICE	All	Macy
28-Jan-13	4	RS	Miami / Jacksonville / Atlanta	USD	\$2,350	Amex FHR	Amex FHR	Stiffler
29-Jan-13	3	CE	London / Paris / Frankfurt	USD	\$5,175	Corporate / Leisure	FHR	Brauer
30-Jan-13	2	SE	Los Angeles / San Diego	USD	\$2,600	Group / MICE	All	Macy
4-Feb-13	4	RS	NY / NJ / CT / PA	USD	\$2,000	Corporate	City Center	Renz
4-Feb-13	4	RS	Sydney / Melbourne	USD	\$1,800	Corporate / Leisure	All	Holmes
4-Feb-13	5	RS	New York City	USD	\$2,200	Leisure	Resorts	Brown
5-Feb-13	4	RS	Los Angeles / Phoenix / Salt Lake City	USD	\$2,350	Amex FHR	Amex FHR	Latinovic
7-Feb-13	1	CE	Seattle Holiday Event	USD	\$1,200	Group / MICE	All	Macy
11-Feb-13	5	RS	Brisbane / Perth / Adelaide	USD	\$2,000	Corporate / Leisure	All	Holmes
11-Feb-13	4	RS	Hamilton (Toronto) – Ottawa – Montreal	USD	\$2,000	Corporate	All	Gromer
11-Feb-13	4	RS	Miami / Jacksonville / Atlanta	USD	\$2,350	Amex FHR	Amex FHR	Stiffler
13-Feb-13	2	TS	San Francisco - MPI Annual Conference	USD	\$1,500	Group / MICE	All	Collins
13-Feb-13	2	RS	Tampa / Miami	USD	\$1,500	Corporate	All	Haar

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15-Feb-13	1	CE	Atlanta	USD	\$1,500	Group / MICE	All	Reilly
18-Feb-13	4	RS	Moscow / St. Petersburg	USD	\$2,800	Corporate / Leisure	All	Geraskina
18-Feb-13	4	RS	Paris, France	USD	\$2,600	MICE	All	Marcet
19-Feb-13	4	RS	Colorado Cities	USD	\$1,950	Corporate / Leisure	All	Harris
19-Feb-13	4	RS	Singapore / Kuala Lumpur	USD	\$1,800	Corporate / Leisure / MICE	All	Tay
27-Feb-13	2	CE	Salt Lake City / Phoenix (Meeting Matching)	USD	\$2,000	Group / MICE	All	Macy
27-Feb-13	2	CE	London / Chester	USD	\$3,000	All	All	Schellenberg
4-Mar-13	3	RS	Mexico City	USD	\$1,600	Corporate / Leisure	All	Blanchet
4-Mar-13	3	RS	Sao Paulo / Rio de Janeiro	USD	\$2,100	Leisure	All	Mariote
6-Mar-13	5	TS	Berlin, Germany - ITB	USD	\$4,185	Corporate / Leisure	All	Hribar
13-Mar-13	1	CE	San Antonio Showcase	USD	\$1,200	Corporate / Leisure	All	Harris
14-Mar-13	1	CE	Dallas Showcase	USD	\$1,500	Corporate / Leisure	All	Harris
14-Mar-13	1	SE	Washington, DC	USD	\$2,200	Group / MICE	All	Sampson
19-Mar-13	1	CE	Phoenix Showcase	USD	\$1,200	Corporate / Leisure	All	Harris
19-Mar-13	4	TS	Pharmaceutical Meeting Forum - Orlando	USD	\$4,000	Group / MICE	PHG / HHA	Bahlow / DiRienzo
20-Mar-13	1	CE	San Francisco Area Showcase	USD	\$1,200	Corporate / Leisure	All	Jones
21-Mar-13	1	CE	Los Angeles Showcase	USD	\$2,000	Corporate / Leisure	All	Latinovic
22-Mar-13	1	CE	New York Theater Event with Tradeshow	USD	\$1,500	Group / MICE	All	Macy
22-Mar-13	1	CE	Orange County Showcase	USD	\$500	Corporate/Leisure	All	Latinovic

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3-Apr-13	1	CE	Atlanta Showcase	USD	\$1,500	Corporate / Leisure	All	Rodriguez
4-Apr-13	2	CE	Miami / Ft. Lauderdale Showcase	USD	\$1,800	Corporate / Leisure	All	Haar
8-Apr-13	4	RS	NY / NJ / CT / PA	USD	\$2,000	Corporate	City Center	Renz
8-Apr-13	4	RS	New York City	USD	\$2,200	Leisure	Boutique	Brown
9-Apr-13	4	RS	New Delhi / Mumbai	USD	\$1,800	Corporate / Leisure	All	Roy
9-Apr-13	4	RS	Los Angeles / Phoenix / Salt Lake City	USD	\$2,350	Amex FHR	Amex FHR	Latinovic
10-Apr-13	2	CE	Raleigh / Charlotte	USD	\$2,000	Group / MICE	All	Reilly
12-Apr-13	1	CE	Chicago - HHA Client Event	USD	\$1,000	All	HHA	DiRienzo
15-Apr-13	4	RS	Benelux	USD	\$2,600	MICE	All	Marcet
15-Apr-13	4	RS	Miami / Jacksonville / Atlanta	USD	\$2,350	Amex FHR	Amex FHR	Stiffler
17-Apr-13	2	CE	Denver / Boulder (Meeting Matching)	USD	\$2,000	Group / MICE	All	Macy
22-Apr-13	4	RS	Baku / Almaty Russia	USD	\$2,800	Corporate / Leisure	All	Geraskina
24-Apr-13	2	CE	Portland / Seattle (Meeting Matching)	USD	\$2,000	Group / MICE	All	Macy
25-Apr-13	1	CE	London GM Dinner	USD	\$750	Corporate / Leisure	All	Esposito
26-Apr-13	1	CE	London - GM Dinner and Media	USD	\$750	Corporate / Leisure	GM only	Stiffler
2-May-13	1	SE	Detroit	USD	\$2,000	Group / MICE	All	Sampson
3-May-13	1	CE	Southern California - Hawaii Destination Showcase	USD	\$1,500	Group / MICE	All	Macy
3-May-13	1	TS	Washington, DC - Springtime in the Park	USD	\$2,200	Group / MICE	PHG / HHA	Bahlow / DiRienzo
6-May-13	4	RS	Miami / Jacksonville / Atlanta	USD	\$2,350	Amex FHR	Amex FHR	Stiffler

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7-May-13	4	RS	Milan / Rome	USD	\$2,200	MICE / Leisure	All	Lavazza
8-May-13	1	CE	NYC Client & Media Showcase	USD	\$1,950	All	HHA	DiRienzo
13-May-13	5	RS	Tokyo / Osaka / Nagoya	USD	\$2,100	TMC / Wholesale	All	Kishi
14-May-13	4	RS	Los Angeles / Phoenix / Salt Lake City	USD	\$2,350	Amex FHR	Amex FHR	Latinovic
14-May-13	3	GSM	2013 Global Sales & Marketing	USD	\$2,000	All	All	Roark
16-May-13	1	SE	Chicago	USD	\$2,400	Group / MICE	All	Sampson
22-May-13	5	TS	Frankfurt - IMEX	USD	\$6,555	Group / MICE	All	Rummel
27-May-13	5	RS	Shanghai / Beijing	USD	\$2,000	Leisure / MICE	All	Wu
29-May-13	2	CE	Calgary / Vancouver, Canada	USD	\$1,800	Group / MICE	All	Macy
30-May-13	1	SE	Philadelphia	USD	\$2,200	Group / MICE	All	Sampson
3-Jun-13	4	RS	Moscow / Kiev	USD	\$2,800	All	All	Gerakin
4-Jun-13	4	TS	ILTM Asia 2013 - Shanghai	USD	\$12,250	All	PH	Wu
4-Jun-13	1	CE	Montreal Showcase	USD	\$1,200	Corporate / Leisure	All	Mori
5-Jun-13	1	CE	Toronto Showcase	USD	\$1,500	Corporate / Leisure	All	Gromer
6-Jun-13	1	CE	Chicago Suburbs Showcase	USD	\$1,500	Corporate / Leisure	All	Mori
7-Jun-13	2	SE	San Jose / San Francisco	USD	\$2,400	Group / MICE	All	Macy
10-Jun-13	1	CE	Boston Showcase	USD	\$1,200	Corporate / Leisure	All	Stiffler
10-Jun-13	3	RS	Mexico City	USD	\$1,600	Corporate / Leisure	All	Blanchet
11-Jun-13	1	CE	Washington, DC Showcase	USD	\$1,200	Corporate / Leisure	All	Stiffler

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11-Jun-13	3	CE	Frankfurt / Munich	USD	\$3,795	Corporate / Leisure	S. African	Brauer
12-Jun-13	2	CE	Greenwich / New York (Meeting Matching)	USD	\$2,000	Group / MICE	All	Macy
12-Jun-13	1	CE	New York - Summer Showcase	USD	\$2,500	Corporate / Leisure	All	Stiffler
13-Jun-13	1	CE	Westchester (NY) Showcase	USD	\$1,000	Corporate / Leisure	All	Stiffler
18-Jun-13	3	CE	Copenhagen / Stockholm / Oslo	USD	\$3,795	Leisure	S. African	Schellenberg
19-Jun-13	2	TS	AIBTM 2013	USD	\$4,000	Group / MICE	All	Roark
20-Jun-13	1	CE	East Coast - Boutique Client Event	USD	\$1,000	Group / MICE	Boutique	Macy
24-Jun-13	4	RS	Paris, France	USD	\$2,600	MICE	All	Marcet
27-Jun-13	1	SE	Toronto	USD	\$1,800	Group / MICE	All	Sampson
4-Jul-13	1	CE	Vienna	USD	\$1,518	Group / MICE	All	Rummell
8-Jul-13	4	RS	NY / NJ / CT / PA	USD	\$2,000	Corporate	City Center	Renz
8-Jul-13	4	RS	New York City	USD	\$2,200	Leisure	PH / XL	Brown
10-Jul-13	2	RS	Singapore	USD	\$1,100	All	All	Tay
15-Jul-13	4	RS	Los Angeles / Orange County / San Diego	USD	\$2,000	Leisure	PHR/ PB	Latinovic
16-Jul-13	3	RS	Charlotte / Minneapolis	USD	\$1,800	Corporate	All	Mori
16-Jul-13	2	RS	Hong Kong	USD	\$1,100	All	All	Chan
17-Jul-13	2	CE	Kansas City / St. Louis (Meeting Matching)	USD	\$2,000	Group / MICE	All	Macy
22-Jul-13	3	RS	San Francisco / San Jose	USD	\$1,800	Corporate / Leisure	All	Jones
26-Jul-13	1	CE	Del Mar Races Event	USD	\$1,500	Group / MICE	All	Macy/Weller

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30-Jul-13	2	CE	Des Moines / Omaha (Meeting Matching)	USD	\$1,800	Group / MICE	All	Macy
1-Aug-13	1	TS	Kellen Annual Conference	USD	\$2,000	Group / MICE	All	Reilly
4-Aug-13	4	TS	GBTA - San Diego	USD	\$3,200	Corporate / Leisure	All	Roark
5-Aug-13	3	RS	Buenos Aires / Santiago	USD	\$2,100	Corporate / Leisure	All	Carvalho
7-Aug-13	2	RS	Miami / Tampa	USD	\$1,500	Corporate	All	Haar
8-Aug-13	1	SE	Denver	USD	\$2,200	Group / MICE	All	Sampson
15-Aug-13	1	CE	Las Vegas - Virtuoso	USD	\$750	All	Virtuoso	Stiffler
20-Aug-13	2	SE	Sao Paulo / Rio de Janeiro	USD	\$3,600	All	All	Mariote
29-Aug-13	1	CE	Laguna Beach, CA	USD	\$1,500	Group / MICE	All	Macy
2-Sep-13	4	RS	Sydney / Melbourne	USD	\$1,800	Corporate / Leisure	All	Holmes
4-Sep-13	3	RS / CE	Mexico City	USD	\$2,500	Corporate / Leisure	All	Blanchet
4-Sep-13	1	CE	Washington, DC - HHA Client Event	USD	\$1,000	All	HHA	DiRienzo
5-Sep-13	2	RS	London / Chester	USD	\$3,000	Leisure	All	Schellenberg
5-Sep-13	2	TS	HSMIA MEET	USD	\$2,200	All	HHA	DiRienzo
9-Sep-13	4	RS	Calgary / Vancouver, Canada	USD	\$2,000	Leisure	All	Gromer
11-Sep-13	2	CE	Chicago / Suburbs (Meeting Matching)	USD	\$2,000	Group / MICE	All	Macy
12-Sep-13	1	SE	Boston	USD	\$2,200	Group / MICE	All	Sampson
17-Sep-13	4	RS	New Delhi / Mumbai	USD	\$1,800	Corporate / Leisure	All	Roy
19-Sep-13	1	CE	Newport Beach (Meeting Matching)	USD	\$1,300	Group / MICE	All	Macy

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20-Sep-13	1	CE	San Francisco Client & Media Showcase	USD	\$1,000	All	HHA	DiRienzo
24-Sep-13	4	CE	Cologne / Frankfurt / Munich	USD	\$4,968	All	All	Brauer
24-Sep-13	2	CE	Moscow / Baku	USD	\$2,500	All	All	Geraskina
25-Sep-13	1	CE	Houston (Meeting Matching)	USD	\$1,500	Group / MICE	All	Macy
26-Sep-13	1	SE	Dallas	USD	\$2,000	Group / MICE	All	Macy
30-Sep-13	5	RS	Tokyo / Osaka / Nagoya	USD	\$3,100	TMC / Wholesale	All	Kishi
1-Oct-13	3	RS	Los Angeles	USD	\$2,000	Entertainment	All	Latinovic
9-Oct-13	3	TS	Las Vegas - IMEX America	USD	\$5,000	Group / MICE	All	Roark
9-Oct-13	2	CE	Memphis / Nashville (Meeting Matching)	USD	\$1,500	Group / MICE	All	Reilly
15-Oct-13	2	RS	Milan	USD	\$1,800	Corporate / Leisure	All	Lavazza
16-Oct-13	3	CE	Copenhagen / Stockholm / Oslo	USD	\$3,795	Leisure	All	Schellenberg
16-Oct-13	1	CE	San Diego (Meeting Matching)	USD	\$1,300	Group / MICE	All	Macy
17-Oct-13	1	TS	Singapore - ITB Asia	USD	\$4,000	Corporate / Leisure	All	Tay
21-Oct-13	4	RS	Toronto / Montreal	USD	\$1,800	Leisure	All	Gromer
22-Oct-13	2	RS	Miami / Tampa	USD	\$1,500	Corporate	All	Haar
24-Oct-13	1	SE	London	USD	\$2,400	Group / MICE	All	Sampson
24-Oct-13	1	CE	Zurich	USD	\$1,518	Group / MICE	All	Rummell
28-Oct-13	4	RS	Switzerland Cities	USD	\$2,600	Group / MICE	All	Marcet / Brauer
28-Oct-13	4	RS	Shanghai / Beijing	USD	\$2,000	Corporate	All	Wu

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31-Oct-13	1	CE	Minneapolis (Meeting Matching)	USD	\$1,800	Group / MICE	All	Macy
7-Nov-13	1	SE	New York	USD	\$2,600	Group / MICE	All	Macy
8-Nov-13	3	PAC	HHA Annual Conference	USD	\$850	All	HHA	DiRienzo
17-Nov-13	3	TS	FICP Annual Conference	USD	\$6,700	Group / MICE	All	Stovroff
18-Nov-13	3	RS	Hamburg / Hanover / Berlin	USD	\$2,760	All	All	Brauer
19-Nov-13	1	CE	Milan	USD	\$2,000	All	All	Lavazza
19-Nov-13	1	RS	Southeast Florida	USD	\$1,500	Leisure	All	Haar
27-Nov-13	3	TS	Barcelona - EIBTM	USD	\$6,050	Group / MICE	All	Roark
28-Nov-13	1	CE	Frankfurt - Amex	USD	\$1,518	All	FHR	Brauer
5-Dec-13	1	SE	Atlanta	USD	\$2,400	Group / MICE	All	Reilly
5-Dec-13	4	TS	Cannes, France - ILTM	USD	\$11,475	Corporate / Leisure	All	Roark
6-Dec-13	1	CE	East Coast - Hawaii Destination	USD	\$1,500	Group / MICE	All	Macy/Collins
10-Dec-13	2	CE	Seattle / San Francisco Holiday Event	USD	\$1,800	Group / MICE	All	Macy
11-Dec-13	1	TS	Chicago Holiday Showcase	USD	\$2,200	Group / MICE	PHG / HHA	Roark
12-Dec-13	1	CE	Los Angeles Holiday Party	USD	\$1,500	Group / MICE	All	Macy
12-Mar-13	1	CE	Houston Showcase	USD	\$1,500	Corporate / Leisure	All	Harris
12-Mar-13	3	RS	Milan	USD	\$1,800	Corporate / Leisure	All	Lavazza

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