



2014 CALENDAR MEETINGS *and* EVENTS

P R E F E R R E D H O T E L G R O U P [™]



Preferred
HOTELS & RESORTS

SUMMIT
HOTELS & RESORTS

STERLING
HOTELS

SUMMIT
SERVICED RESIDENCES

STERLING
DESIGN

Preferred
RESIDENCES

Preferred
BOUTIQUE

PREFERREDHOTELGROUP.COM



2014 CALENDAR EVENT KEY

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 part in a global gathering to gain insight and market knowledge. This event provides the opportunity to make connections with the thousands of travel managers as well as industry suppliers showcasing the latest technologies, tools, and trends.

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, Sales Symposium or Regional Meetings.

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
13-Jan-14	3	M	Rome Sales Symposium	USD	\$1,200	ALL	All	Laura Crugnale
14-Jan-14	2	RS	Hong Kong	USD	\$1,200	Corporate / Leisure	All	Sherona Chan
15-Jan-14	1	CE	Rome	USD	\$1,000	Group / MICE	All	Elaine Macy
16-Jan-14	1	SE	London	USD	\$3,500	Group / MICE	All	Laura Crugnale
22-Jan-14	1	CE	New York GM Dinner	USD	\$750	General Managers	All	Rick Stiffler
22-Jan-14	1	SE	Southern California	USD	\$3,500	Group / MICE	All	Elaine Macy
23-Jan-14	1	CE	New York Winter Showcase	USD	\$2,500	Corporate / Leisure	All	Rick Stiffler
28-Jan-14	3	CE	Brighton, UK – Amex FHR	USD	\$3,000	ALL	Fine Hotels & Resorts	Jason Schellenberg
28-Jan-14	3	CE	Frankfurt / Paris / London – Amex FHR	EUR	€3,900	Amex FHR	Amex FHR accepted only	Stephan Brauer
28-Jan-14	3	RS	Miami / Jacksonville / Atlanta – Amex FHR	USD	\$2,400	Amex FHR	Amex FHR accepted only	Rick Stiffler
01-Feb-14	3	TS	Africa Meetings	USD	\$2,500	Group / MICE	All	Caroline Daniel
03-Feb-14	4	RS	New York / New Jersey / Connecticut / Pennsylvania	USD	\$2,000	Corporate	All	Sandra Renz
03-Feb-14	4	RS	Sydney / Melbourne	USD	\$2,000	Leisure / Corp / MICE	All	Carolyn Holmes
03-Feb-14	5	RS	New York / New Jersey / Connecticut	USD	\$2,500	Leisure	PH / BC	Jamie Brown
04-Feb-14	3	RS	Los Angeles / Phoenix / Salt Lake City – Amex FHR	USD	\$2,400	Amex FHR	Amex FHR accepted only	Maya Latinovic
10-Feb-14	4	RS	Brisbane / Perth / Adelaide	USD	\$2,000	Leisure / Corp / MICE	All	Carolyn Holmes
11-Feb-14	3	RS	Toronto / Ottawa / Montreal	USD	\$1,800	Corporate	All	Vanessa Gromer
11-Feb-14	3	RS	Los Angeles / Phoenix / Salt Lake City	USD	\$2,400	Amex FHR	Amex FHR accepted only	Maya Latinovic
13-Feb-14	2	RS	Miami / Tampa	USD	\$1,700	Corporate	All	Danielle Haar



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13-Feb-14	1	CE	Atlanta	USD	\$1,500	Group / MICE	All	Laura Crugnale
17-Feb-14	4	RS	Moscow / Saint Petersburg	USD	\$2,900	Corporate / Leisure	All	Mariana Epishina
18-Feb-14	3	RS	London	USD	\$1,800	Corporate	All	Daniel Reid
19-Feb-14	2	RS	Singapore	USD	\$1,200	Leisure / Corp / MICE	All	Tay Sock Pheng
20-Feb-14	2	TS	MPINCC	USD	\$1,500	Group / MICE	All	Elaine Macy
25-Feb-14	1	CE	Houston Showcase	USD	\$1,500	Corporate / Leisure	All	Kimberly Harris
26-Feb-14	1	CE	San Antonio Showcase	USD	\$1,000	Corporate / Leisure	All	Kimberly Harris
26-Feb-14	1	CE	London / Manchester, UK	USD	\$3,000	Leisure / MICE	All	Jason Schellenberg
26-Feb-14	1	CE	Phoenix	USD	\$1,500	Group / MICE	All	Elaine Macy
27-Feb-14	1	CE	Dallas Showcase	USD	\$1,500	Corporate / Leisure	All	Kimberly Harris
03-Mar-14	5	RS	Paris	EUR	€2,000	Group / MICE	All	Stephane Marcet
04-Mar-14	1	CE	Arizona Showcase	USD	\$1,500	Corporate / Leisure	All	Kimberly Harris
05-Mar-14	5	TS	ITB Berlin	USD	\$4,200	Leisure	All	Stephan Brauer
05-Mar-14	1	CE	Los Angeles Showcase	USD	\$2,000	Corporate / Leisure	All	Maya Latinovic
06-Mar-14	1	CE	San Francisco Showcase	USD	\$1,500	Corporate / Leisure	All	Anna Jones
06-Mar-14	1	CE	Midwest	USD	\$1,500	Group / MICE	All	Elaine Macy
10-Mar-14	3	RS	Barcelona	USD	\$1,800	Corporate / Leisure	All	Eva Oller
10-Mar-14	3	RS	Mexico City	USD	\$1,600	Corporate / Leisure	All	Karina Blanchet
12-Mar-14	1	CE	Vancouver	USD	\$1,500	Group / MICE	All	Laura Crugnale

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13-Mar-14	1	CE	Seattle	USD	\$1,500	Group / MICE	All	Laura Crugnale
14-Mar-14	1	CE	Portland	USD	\$1,500	Group / MICE	All	Laura Crugnale
17-Mar-14	4	RS	Shanghai / Beijing	USD	\$2,000	Leisure / Corp / MICE	All	Amy Pang
17-Mar-14	4	RS	São Paulo / Rio de Janeiro	USD	\$2,400	Leisure	All	Simone Mariote
18-Mar-14	3	RS	Colorado Cities – Denver / Boulder / Colorado Springs	USD	\$2,000	Leisure	All	Kimberly Harris
18-Mar-14	3	RS	Miami / Jacksonville / Atlanta – Amex FHR	USD	\$2,400	Amex FHR	Amex FHR accepted only	Rick Stiffler
18-Mar-14	3	RS	Milan	EUR	€1,800	Group / MICE	All	Sylvia Smith
19-Mar-14	3	TS	GBTA Canada, Toronto	USD	\$2,400	Corporate	All	Vanessa Gromer
20-Mar-14	1	SE	Washington, DC	USD	\$3,500	Group / MICE	All	Laura Crugnale
25-Mar-14	3-4	RS	Los Angeles / Phoenix / Salt Lake City – Amex FHR	USD	\$2,400	Amex FHR	Amex FHR accepted only	Maya Latinovic
26-Mar-14	1	CE	Minneapolis	USD	\$1,500	Group / MICE	All	Elaine Macy
27-Mar-14	1	CE	New York Theater Event (Date TBD)	USD	\$1,500	Group / MICE	All	Elaine Macy
27-Mar-14	1	CE	Milwaukee	USD	\$1,300	Group / MICE	All	Elaine Macy
02-Apr-14	1	CE	London GM Dinner	USD	\$750	General Managers	All	Daniel Reid
03-Apr-14	1	CE	London Showcase	USD	\$750	ALL	All	Daniel Reid
07-Apr-14	4	RS	New York / New Jersey / Connecticut / Pennsylvania	USD	\$2,000	Corporate	All	Sandra Renz
07-Apr-14	5	RS	New York / New Jersey / Connecticut	USD	\$2,500	Leisure	PH / BC	Jamie Brown
08-Apr-14	3	RS	Miami / Jacksonville / Atlanta – Amex FHR	USD	\$2,400	Amex FHR	Amex FHR accepted only	Rick Stiffler
09-Apr-14	1	CE	Charlotte	USD	\$1,300	Group / MICE	All	Laura Crugnale

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09-Apr-14	1	CE	Ft. Lauderdale Showcase	USD	\$1,200	Corporate / Leisure	All	Danielle Haar
10-Apr-14	1	CE	Miami Showcase	USD	\$1,200	Corporate / Leisure	All	Danielle Haar
10-Apr-14	1	CE	Raleigh	USD	\$1,300	Group / MICE	All	Laura Crugnale
15-Apr-14	3	RS	Atlanta	USD	\$1,500	Corporate / Leisure	All	MaryAnn Rodriguez
16-Apr-14	2	CE	New Jersey / Greenwich	USD	\$2,000	Group / MICE	All	Laura Crugnale
21-Apr-14	4	RS	Almaty / Moscow	USD	\$2,900	ALL	All	Mariana Epishina
22-Apr-14	4	RS	New Delhi / Mumbai	USD	\$1,800	Leisure / Corp / MICE	All	Seema Roy
01-May-14	1	CE	Detroit	USD	\$1,300	Group / MICE	All	Jean Schulte
02-May-14	1	SE	Chicago	USD	\$3,500	Group / MICE	All	Elaine Macy
06-May-14	5	RS	Los Angeles / Phoenix / Salt Lake City – Amex FHR	USD	\$2,400	Amex FHR	Amex FHR accepted only	Maya Latinovic
06-May-14	4	RS	Milan / Rome	EUR	€2,200	Group / MICE	All	Sylvia Smith
06-May-14	4	TS	São Paulo – Travel Week	USD	TBD	Leisure	PH / BC	Simone Mariote
19-May-14	5	RS	Tokyo / Osaka	USD	\$2,100	Leisure / Corp / MICE	All	Midori Kataoka
20-May-14	3	TS	IMEX Frankfurt	EUR	€5,000	Group / MICE	All	Marion Richter
02-Jun-14	4	TS	Shanghai – ILTM Asia	USD	\$13,050	Luxury Travel Show	PH	Amy Pang
03-Jun-14	3	RS	Northern UK	USD	\$2,000	Corporate	All	Daniel Reid
03-Jun-14	2	CE	Chicago Showcase (Northern Suburbs / Downtown)	USD	\$2,000	Corporate / Leisure	All	Laura Mori
05-Jun-14	1	CE	New York Showcase	USD	\$2,500	Corporate / Leisure	All	Rick Stiffler
10-Jun-14	1	CE	Boston Showcase	USD	\$1,500	Corporate / Leisure	All	Rick Stiffler

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11-Jun-14	1	CE	Toronto Showcase	USD	\$1,500	Corporate / Leisure	All	Vanessa Gromer
12-Jun-14	1	CE	Montreal Showcase	USD	\$1,200	Corporate / Leisure	All	Vanessa Gromer
12-Jun-14	1	CE	Atlanta Boutique	USD	\$1,000	Group / MICE	All	Elaine Macy
16-Jun-14	4	RS	BTC Week (Tentative Dates)	USD	Pending	Corporate	All	Eva Oller
16-Jun-14	4	RS	Moscow / Kiev	USD	\$2,900	ALL	All	Mariana Epishina
18-Jun-14	2	TS	Ignite (iBE)	USD	\$2,500	Group / MICE	All	Laura Crugnale
20-Jun-14	1	CE	Canada	USD	\$1,500	Group / MICE	All	Laura Crugnale
23-Jun-14	3	RS	Philadelphia / Washington, DC	USD	\$1,700	Leisure	PH	Rick Stiffler
24-Jun-14	3	RS	Southeast Florida – Miami / Ft Lauderdale / Boca Raton	USD	\$1,700	Leisure	All	Danielle Haar
26-Jun-14	1	SE	San Francisco	USD	\$3,500	Group / MICE	All	Elaine Macy
30-Jun-14	5	RS	Paris	EUR	€2,000	ALL	All	Stephane Marcet
01-Jul-14	4	RS	Singapore / Kuala Lumpur	USD	\$2,000	Leisure / Corp / MICE	All	Tay Sock Pheng
01-Jul-14	5	RS	South Africa	USD	\$1,000	Leisure	All	Caroline Daniel
08-Jul-14	2	RS	Hong Kong	USD	\$1,200	Leisure / Corp / MICE	All	Sherona Chan
08-Jul-14	3	CE	Miami / Jacksonville / Atlanta – Amex Showcase	USD	\$3,200	Leisure	Amex FHR & Gold Hotels	Rick Stiffler
14-Jul-14	3	CE	Nashville / Dallas – Amex Showcase	USD	\$2,000	Home Based Agents	Amex FHR & Gold Hotels	Maya Latinovic
14-Jul-14	4	RS	New York / New Jersey / Connecticut / Pennsylvania	USD	\$2,000	Corporate	All	Sandra Renz
14-Jul-14	5	RS	New York / New Jersey / Connecticut	USD	\$2,500	Leisure	All	Jamie Brown



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16-Jul-14	1	CE	Des Moines / Omaha	USD	\$2,000	Group / MICE	All	Laura Crugnale
17-Jul-14	1	CE	St. Louis	USD	\$1,500	Group / MICE	All	Jean Schulte
21-Jul-14	4	RS	Los Angeles / Orange County / San Diego	USD	\$2,500	Leisure	All	Maya Latinovic
24-Jul-14	1	CE	San Francisco – Giants Game (Date TBA)	USD	\$2,000	Group / MICE	All	Elaine Macy
25-Jul-14	1	CE	Del Mar Races	USD	\$1,500	Group / MICE	All	Laura Crugnale
27-Jul-14	4	TS	Los Angeles – GBTA	USD	\$3,400	Corporate	All	Corporate US Team
06-Aug-14	2	TS	Kellen Annual Conference	USD	\$2,500	Group / MICE	All	Nanci Reilly
11-Aug-14	3	M	Sales Symposium	USD	\$1,200	Group / MICE	All	Laura Crugnale
12-Aug-14	1	CE	Las Vegas – Virtuoso	USD	\$750	Leisure	Virtuoso Hotels	Rick Stiffler
13-Aug-14	2	RS	Miami / Tampa	USD	\$1,700	Corporate	All	Danielle Haar
19-Aug-14	2	TS	São Paulo / Rio de Janeiro	USD	\$3,600	ALL	All	Simone Mariote
20-Aug-14	1	SE	Denver	USD	\$3,500	Group / MICE	All	Elaine Macy
25-Aug-14	4	RS	Buenos Aires / Santiago	USD	\$2,400	Corporate / Leisure	All	Fernanda Carvalho
27-Aug-14	3	RS/CE	Mexico City	USD	\$2,600	Corporate / Leisure	All	Karina Blanchet
01-Sep-14	4	RS	Sydney / Melbourne	USD	\$2,000	Leisure / Corp / MICE	All	Carolyn Holmes
01-Sep-14	5	RS	South Africa	USD	\$1,000	Corporate	All	Caroline Daniel
09-Sep-14	4	RS	Chicago / Michigan	USD	\$1,500	Corporate / Leisure	All	MaryAnn Rodriguez
09-Sep-14	3	CE	Moscow / Baku	USD	\$2,800	Corporate / Leisure	All	Mariana Epishina
10-Sep-14	1	CE	Philadelphia	USD	\$1,500	Group / MICE	All	Laura Crugnale

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11-Sep-14	1	SE	Boston	USD	\$3,500	Group / MICE	All	Laura Crugnale
15-Sep-14	4	RS	Shanghai / Beijing	USD	\$2,000	Leisure / Corp / MICE	All	Amy Pang
15-Sep-14	4	RS	Barcelona	USD	\$1,800	Corporate / Leisure	All	Eva Oller
15-Sep-14	5	RS	New York / New Jersey / Connecticut / Long Island	USD	\$2,500	Leisure	All	Jamie Brown
17-Sep-14	1	CE	Memphis	USD	\$1,500	Group / MICE	All	Laura Crugnale
18-Sep-14	1	CE	Europe (Date TBA)	USD	\$2,500	Group / MICE	All	Sylvia Smith
24-Sep-14	1	CE	Newport Beach	USD	\$1,500	Group / MICE	All	Christie Weller
29-Sep-14	4	RS	Tokyo / Seoul	USD	\$2,100	Leisure / Corp / MICE	All	Midori Kataoka
29-Sep-14	4	CE	Cologne / Frankfurt / Munich	EUR	€3,750	ALL	All	Stephan Brauer
29-Sep-14	1	CE	Calgary Showcase (Dinner)	USD	\$1,200	Corporate / Leisure	All	Vanessa Gromer
30-Sep-14	1	CE	Vancouver Showcase	USD	\$1,500	Corporate / Leisure	All	Vanessa Gromer
01-Oct-14	1	CE	Seattle Showcase	USD	\$1,500	Corporate / Leisure	All	Anna Jones
02-Oct-14	5	RS	Benelux (Tentative Dates)	EUR	€2,000	ALL	All	Stephane Marcet
02-Oct-14	1	CE	Portland Showcase	USD	\$1,500	Corporate / Leisure	All	Anna Jones
07-Oct-14	3	RS	Los Angeles (Entertainment)	USD	\$2,500	Entertainment	City Center Hotels	Maya Latinovic
14-Oct-14	3	TS	IMEX America	USD	\$6,000	Group / MICE	All	Stephanie Tvelia
20-Oct-14	4	RS	Toronto / Montreal	USD	\$1,800	Leisure	All	Vanessa Gromer
21-Oct-14	2	RS	Miami / Tampa	USD	\$1,700	Corporate	All	Danielle Haar
22-Oct-14	3	TS	Singapore – ITB Asia 2014 (Tentative Dates)	USD	\$5,500	Leisure / MICE / Corp	All	Tay Sock Pheng

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27-Oct-14	4	RS	Geneva / Zurich	EUR	€2,000	ALL	All	Stephane Marcet
29-Oct-14	1	CE	San Francisco Boutique	USD	\$1,100	Group / MICE	All	Elaine Macy
04-Nov-14	1	M	Preferred Annual Conference (Tentative Date)	USD	\$2,000	ALL	All	Linda Roark
06-Nov-14	1	CE	New York	USD	\$3,500	Group / MICE	All	Elaine Macy
10-Nov-14	4	RS	Hamburg / Berlin	EUR	€2,000	ALL	All	Stephan Schoewel
11-Nov-14	3	CE	London / Frankfurt / Madrid – Amex Showcase	USD	\$3,750	Golf	Golf Resorts	Jason Schellenberg
12-Nov-14	1	SE	Dallas	USD	\$3,500	Group / MICE	All	Laura Crugnale
13-Nov-14	2	CE	Houston / Austin	USD	\$1,800	Group / MICE	All	Laura Crugnale
18-Nov-14	3	RS	Southeast Florida – Miami / Ft. Lauderdale / Boca Raton	USD	\$1,700	Leisure	All	Danielle Haar
18-Nov-14	3	TS	EIBTM	EUR	€5,000	Group / MICE	All	Eva Oller
21-Nov-14	1	CE	San Diego Shopping	USD	\$1,500	Group / MICE	All	Christie Weller
26-Nov-14	2	CE	Zurich / Frankfurt – Amex FHR	EUR	€1,900	Leisure	Fine Hotels & Resorts	Stephan Schoewel
26-Nov-14	1	CE	London / Maidenhead, UK	USD	\$3,000	Leisure / MICE	All	Jason Schellenberg
01-Dec-14	4	TS	Cannes - ILTM	USD	\$11,000	Corporate / Leisure	All	Linda Roark
04-Dec-14	1	SE	Atlanta	USD	\$3,500	Group / MICE	All	Laura Crugnale
10-Dec-14	1	CE	Milan Cocktail Event	EUR	€1,600	Group / MICE	All	Silvia Lavazza
10-Dec-14	2	TS	SoCal SITE	USD	\$1,200	Group / MICE	All	Elaine Macy
10-Dec-14	1	CE	Seattle Holiday Event	USD	\$1,100	Group / MICE	All	Elaine Macy

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11-Dec-14	1	CE	San Francisco Holiday Event	USD	\$1,500	Group / MICE	All	Elaine Macy
11-Dec-14	1	CE	Phoenix Holiday Event	USD	\$1,100	Group / MICE	All	Laura Crugnale
16-Dec-14	1	TS	Holiday Showcase	USD	\$2,200	Group / MICE	All	Laura Crugnale
17-Dec-14	3	M	Boston Sales Symposium	USD	\$1,200	Group / MICE	All	Laura Crugnale
18-Dec-14	1	CE	Boston Holiday Event	USD	\$1,000	Group / MICE	All	Laura Crugnale