

ABC PREMIER HOTEL PROGRAM 2020

2020 Marketing Programs



Print Publications

ABC Premier Hotel Program Brochure

Annual publication distributed in both print and digital versions to over 20,000 travel professionals globally providing complete information on the Premier Hotel Program, including participating hotel information, Premier Privileges and Block Space hotel directories and other program information that assists agents in getting the maximum value out of the program for both themselves and their clients. This invaluable travel agent reference tool utilized by agents day to day throughout the year is the perfect vehicle to promote your brand information, loyalty programs and travel agent resources.

Advertising Rates (4-Color)

Full Page: \$7,300 **Half Page:** \$3,500

Premier Newsletter

Published quarterly and distributed in both print and digital editions to over 20,000 travel professionals globally, ABC's Premier Newsletter focuses on providing hotel news and product information. This is the ideal forum to gain exposure and promote your brand and special offers to agency professionals who influence moving market share.

Advertising Rates (4-Color)

2/3 Page Back Cover: \$7,300 **Full Page:** \$6,700 **Half Page:** \$3,500 **Quarter Page:** \$2,100



ABC Premier Hotel Directory - Online

ABC's online proprietary hotel directory of nearly 50,000 hotels allows agents to search for hotel properties by location, hotel name/chain, hotel rating, facilities and property type. Several enhancement options and advertising opportunities are available to highlight your property's listing and stand out in the search display.

Directory Logo Enhancement

Highlight your brand identity by featuring your logo that will appear on both the search results page and your property profile.

\$625/per property
\$3,500/per brand

Directory Color Enhancement

Highlight your listing with color.

\$625/per property

Geo-Targeted Banner Ad

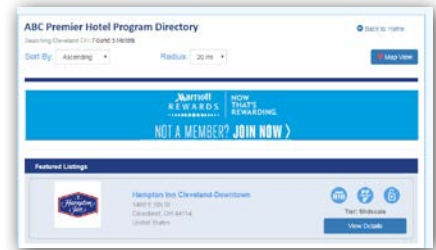
Target your banner ad to display in the search results of any geographic market you choose. Animated ads are welcome.

\$525/month (per market/per hotel)
\$2,550/month (per brand)

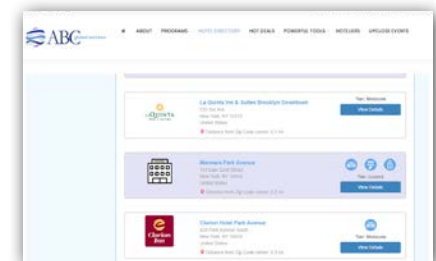
Featured Directory Listing

Elevate your listing to the top of the search results page to ensure maximum exposure. This effective biasing system is available in all markets on a limited basis.

\$2,225/annually



Geo-Targeted Banner Ad



Hotel Directory

Other Marketing Distribution Opportunities

Premiere Openings:

New hotel openings require a concentrated campaign of marketing and communications to ensure results. By combining email blasts, web exposure and other tools during a 4-month campaign, your new hotel will gain the optimal and timely exposure needed for success.

\$3,295

Independently ABC:

An exclusive and unique email marketing program that features independent hotel properties.

\$2,995



Powerful Partnerships. Premier Solutions.

6001 Broken Sound Parkway NW, Suite 340, Boca Raton, FL 33487 • USA +1-561-300-6645 • hotels@ABCGlobalServices.com

ABC PREMIER HOTEL PROGRAM 2020

2020 Marketing Programs

ABC's hotel marketing team works with our partners to develop integrated marketing programs leveraging powerful tools to help drive incremental room night production and brand awareness through increased exposure and targeted communications.

Online & Digital Marketing

eMail Marketing

Premier Room Service – Weekly Email Blast (PRS):

A cost-effective opportunity to reach over 20,000 travel professionals and corporate travel managers to advertise your special offers, products, updates or promotions.

\$1,125 per blast
\$1,595 Spotlight

Exclusive Custom Email Blast:

A custom email featuring your message exclusively to ABC's database of over 20,000 global subscribers. The perfect opportunity to highlight your special message/offer and ideal for high priority or time-sensitive communications to agency partners worldwide.

\$3,800 per blast

ABCGlobalServices.com

Hot Deals

\$495/monthly (on ABC Rate Code) | \$1,095/monthly (not on ABC Rate Code)

Post your special offers and promotions on a dedicated section on ABCGlobalServices.com

Agent Hot Deals

ABCGlobalServices.com to feature offers exclusively for travel professionals such as hotel FAM rates, booking incentives and promotions. Subject to availability.

Complimentary/monthly

Featured Hot Deals:

Grab the attention of visitors to ABCGlobalServices.com with a home page featured placement that clicks through to a dedicated, landing page containing your custom sales message.

\$2,600/monthly

Run-of-Site Banner Ad

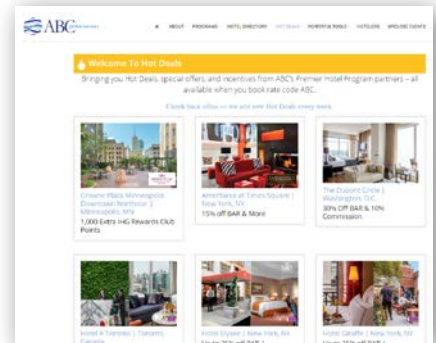
This high-profile placement appears throughout ABC's Web site. Animated ads are welcome.

\$3,375/monthly

Supplier Portal:

The Portal is hosted in a dedicated section of the ABC Web site and allows suppliers to post documents that include downloadable PDF's, educational/training documents, frequent stay registrations and other information valuable to travel professionals in promoting and selling your properties.

\$10,000/annually



Hot Deals

Interactive and Sales Engagement Platforms

Supplier Webcast:

Present directly to ABC booking agents with a professionally moderated webcast. Simply provide a PowerPoint or PDF presentation and ABC will do the rest; promoting your webinar to travel professionals through dedicated email and other ABC communication vehicles, managing registrations and hosting the webcast.

\$6,000 per webcast

UpClose with ABC Global Services:

UpClose is ABC's premier events that are held in key business markets, bringing together our top agency partners and preferred suppliers for an evening of networking, education and fun.

Classic: \$3,500
Premier: \$7,500

Agent Product Quiz:

Educate the ABC agent community on your product with a fun and interactive quiz that is promoted over a 30-day period with weekly emails, social media and Hot Deals exposure on ABC and ezBookPro websites.

\$3,295



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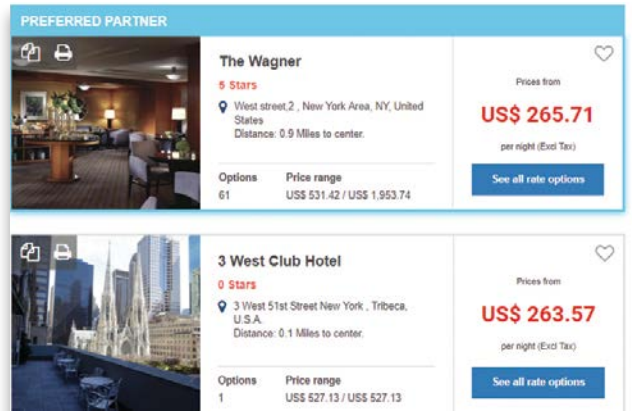
ezbookpro™ Advertising & Marketing Options

ezBookPro.com is the industry's most powerful hotel booking site exclusively for travel agents. ezBookPro combines the same ease-of-booking as popular consumer tools while providing robust features agents need to do their job and be competitive. ezBookPro offers powerful advertising options to promote your hotel and special offers directly to this most influential audience, when it matters most - right at the point of sale. Over 20,000 registered travel agent users.

Point of Sale – Geo-Biasing Display

Your property displayed in one of the top three positions of the hotel search results by destination for maximum visibility and exposure.

- 1st Position **\$995/month (per property/per market)**
- 2nd - 3rd Position **\$795/month (per property/per market)**



Geo-Biasing Display

Homepage Banners

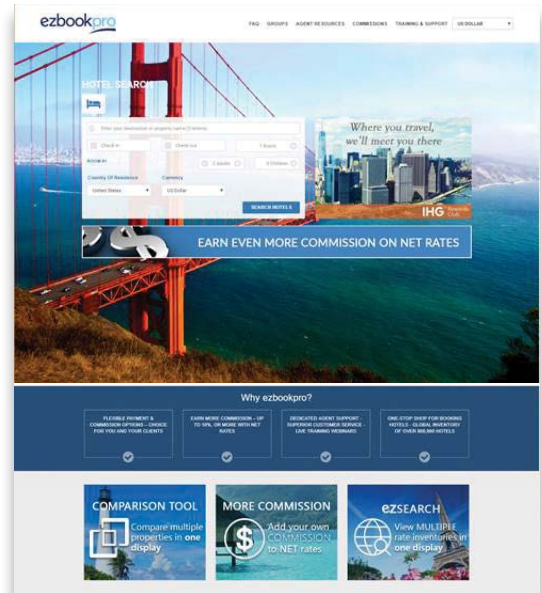
Highly visible placements on ezBookPro homepage to promote your property and special offers with link to custom landing page.

- Upper Size: 519 x 500 **\$3,250/month**
- Lower Size: 430 x 336 **\$2,750/month**

Ad specifications:

Banner Ads – submit in .jpg format.

Landing Page (optional) – submit in .pdf format.



Homepage Banner



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ABC PREMIER HOTEL PROGRAM 2020

2020 Marketing Programs Space Agreement (Page 1 of 2)

Please select from the marketing programs below and complete this form to reserve your space. Please indicate the date(s) for your placements.

Online & Digital Marketing

eMail Marketing

- | | | |
|---|-------------------|-------|
| <input type="checkbox"/> Premier Room Service email blast | \$1,125 per blast | _____ |
| | \$1,595 spotlight | _____ |
| <input type="checkbox"/> Exclusive Custom email blast | \$3,800 per blast | _____ |

Feature Dates

Website - ABCGlobalServices.com

- | | | |
|---|------------------------------|-------|
| <input type="checkbox"/> Hot Deals Listing (ABC Rate) | \$495/month | _____ |
| | (Not ABC Rate) \$1,095/month | _____ |
| <input type="checkbox"/> Agent Hot Deals Listing | No Charge | _____ |
| <input type="checkbox"/> Featured Hot Deal | \$2,600/month | _____ |
| <input type="checkbox"/> ROS Banner Ad | \$3,375/month | _____ |
| <input type="checkbox"/> Supplier Portal | \$10,000/year | _____ |

Feature Dates

ABC Premier Hotel Directory

- | | | |
|--|---|---------------------------------------|
| <input type="checkbox"/> Directory Logo Enhancement | <input type="checkbox"/> \$625/property | <input type="checkbox"/> \$3500/brand |
| <input type="checkbox"/> Directory Color Enhancement | <input type="checkbox"/> \$625/property | |
| <input type="checkbox"/> Featured Directory Listing | <input type="checkbox"/> \$2,225/yearly | |
| <input type="checkbox"/> Geo-Targeted Banner Ad | <input type="checkbox"/> \$525/month per property | |
| | <input type="checkbox"/> \$2,550/month per market per brand | |

Print Publications (includes Digital Editions)

ABC Premier Hotel Program brochure

- | | |
|-------------------------------------|---------|
| <input type="checkbox"/> Full Page: | \$7,300 |
| <input type="checkbox"/> Half Page: | \$3,500 |

Premier Newsletter

- | | | | |
|---|---------|-------|------------------|
| <input type="checkbox"/> 2/3 Page Back Cover: | \$7,300 | _____ | Quarterly |
| <input type="checkbox"/> Full Page: | \$6,700 | _____ | |
| <input type="checkbox"/> Half Page: | \$3,500 | _____ | |
| <input type="checkbox"/> Quarter Page: | \$2,100 | _____ | |

Additional Marketing Opportunities

- | | |
|--|--|
| <input type="checkbox"/> Premiere Openings | \$3,295 |
| <input type="checkbox"/> Independently ABC | \$2,995 |
| <input type="checkbox"/> Supplier Quiz | \$3,295 |
| <input type="checkbox"/> Supplier Webcast | \$6,000 |
| <input type="checkbox"/> UpClose | <input type="checkbox"/> Classic \$3,500 |
| | <input type="checkbox"/> Premier \$7,500 |

ezBookPro.com Marketing

Geo-Biasing Display

- | | | | |
|---|-------------|---------------------------------------|-------------|
| <input type="checkbox"/> 1 st Position | \$995/month | <input type="checkbox"/> 2-3 Position | \$795/month |
| # of Markets | _____ | # of Markets | _____ |
| (Please attach list of property names/markets) | | | |

Homepage Banner

- | | | | |
|--------------------------------|---------------|--------------------------------|---------------|
| <input type="checkbox"/> Upper | \$3,250/month | <input type="checkbox"/> Lower | \$2,750/month |
|--------------------------------|---------------|--------------------------------|---------------|



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*Subject to Change

July 2019

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2020 Marketing Programs Space Agreement (Page 2 of 2)

TERMS AND CONDITIONS

I hereby state that as an authorized representative for said organization, the hotel represents that it is fully authorized to extend to ABC Global Services (and all subscribing agencies) the rates and items supplied by the hotel on this Agreement. In consideration of acceptance of said features and publication in any printed and/or electronic ABC Global Services marketing collateral, hotel will indemnify and save harmless ABC Global Services against all loss, liability damage and expense of any nature arising out of the copying, printing, and/or publishing of its information and resulting from any claims or suits for libel, violation of rights of privacy, publicity, unfair competition, intentional or negligent affliction or emotional distress, and/or copyright and/or trademark infringement. Hotel agrees not to hold ABC Global Services liable for errors in: hotel name, map locations, telephone and/or facsimile numbers, rates or other pertinent information and recognizes that ABC Global Services reserves the right to limit the amount of information published at the publisher's discretion.

The hotel agrees that in the event of change in ownership, affiliation or management, this Agreement and the features ascribed to hereof may not be altered during the life of this Agreement. Obligations hereunder shall be binding upon successors and assigns of the hotel. The hotel agrees that ABC Global Services may cancel hotel's participation in any ABC Global Services program if, it determines in its sole discretion, and without notice, that terms and conditions of this Agreement are not honored and that ABC Global Services has the right to publicize this information. It is the responsibility of any hotel that reserves marketing space to confirm their dates and submit required materials by the due date. If materials are not received by due date, space will be forfeited and rebooked on a space available basis only.

Jurisdiction and Venue. The Parties acknowledge that a substantial portion of negotiations and execution of this Agreement occurred or shall occur in Palm Beach County, Florida, and that, therefore, without limiting the jurisdiction or venue of any other federal or state courts. This Agreement and all transactions contemplated by this Agreement shall be governed by, and construed and enforced in accordance with, the internal laws of the State of Florida without regard to principles or conflicts of laws.

Enforcement Costs. If any legal action or other proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default or misrepresentation in connection with any provisions of this Agreement, the successful or prevailing Party shall be entitled to recover reasonable attorney's fees, court costs and all expenses from the non-prevailing Party even if not taxable as court costs (including, without limitation, all such fees, costs and expenses incident to appeals), incurred in that action or proceeding, in addition to any other relief to which such Party may be entitled.

The hotel agrees to pay marketing fees to ABC Global Services within 30 days upon receipt of invoice. All pricing is subject to change.

NAME (PRINT) _____ COMPANY _____
EMAIL _____ ADDRESS _____
TITLE _____ CITY _____ STATE _____
AUTHORIZED SIGNATURE (REQUIRED) _____ POSTAL CODE _____ COUNTRY _____
DATE _____

Forward completed agreements to: hotels@ABCGlobalServices.com



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