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april 8-11, 2018  
jw marriott desert ridge  
resort & spa  
phoenix, arizona



# HotelPoint®

## Supplier Planning Guide



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# HotelPoint® 2018

## Welcome!

**Thank you for participating in HotelPoint 2018 in Phoenix, Arizona!**

We look forward to assisting you with your preparation to drive your success at the Event and help you achieve your individual and corporate goals for HotelPoint. Our experience has shown that participants who are actively engaged yield lasting results both personally and professionally. We encourage you to take advantage of every aspect of the Planning Guide to maximize your results.

The Event format has been designed to create a highly effective environment where you can build your customer relationships and launch your products, services, and/or your business strategy. Efforts to deliver the highest return on your Event participation should begin long before you arrive in Phoenix.

Please let us know how we can assist you during this planning process. We are all here to help make your HotelPoint experience a great success!

Best Regards,



*Stacie Goddard*

Stacie Goddard  
Event Support Executive  
(603) 379-8508



*Sharmila Patel*

Sharmila Patel  
Director of Sales  
(603) 379-8516



56 Dow Lane  
PO Box 501  
Rye, NH 03870  
(603) 964-4022



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## Event Elements

Based on your Company's participation package, your schedule will include:

Executive Boardroom Presentations	An opportunity to privately present your latest innovations/solutions to participating Hotel Executives.
Boardroom Groups	A group of Hotel Executives that is pre-assigned and strategically assembled based on similar product/service interests.
One-on-One Appointments	Connect with Hotel Executives in an intimate One-on-One environment to provide time to determine needs, partnership opportunities, and next steps
Peer to Peer Meetings	Connect with your fellow Suppliers/peer group between Boardroom Presentations.
Keynote Sessions	Featuring leading speakers or panels from within and outside of the Industry, the Keynote Sessions bring you actionable and inspiring insight delivered on trends, opportunities, skills, best practices, and personal growth.
Networking	Connect with your peers and Hotel Executives during first-class interactive social events designed to develop and strengthen relationships in a casual and fun environment.

*(Please click here to see current Agenda)*

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Item	Available	Deadline
<input type="checkbox"/> Registration Part 1 <ul style="list-style-type: none"><li>• Company Profile</li><li>• Company Logo</li><li>• Category Selection</li><li>• Attendees</li></ul>		February 23, 2018
<input type="checkbox"/> Registration Part 2 <ul style="list-style-type: none"><li>• Boardroom Ranking</li><li>• One-on-One Requests</li></ul>	February 23, 2018	March 2, 2018
<input type="checkbox"/> Planning Webinar	March 23, 2018	
<input type="checkbox"/> Personalized Event Preparation Organize a call with your team and <a href="#">Sharmila Patel</a> to discuss your Event preparation strategy.		
<input type="checkbox"/> <a href="#">Hotel Room Reservations</a> :	Now (First come, first served)	Two-night deposit will be forfeited if your reservation is changed or cancelled after March 5, 2018
<input type="checkbox"/> <a href="#">Audio Visual</a> (optional) Orders placed on or after March 29, 2018, are subject to the standard rate.	Now	March 28, 2018 for 20% discount rate.
<input type="checkbox"/> <a href="#">Room Drop Request</a> (optional)	Now	Fax form to hotel before March 30, 2018.
<input type="checkbox"/> <a href="#">Shipping Materials to Event</a> (optional)	Now	Fax form to hotel before items ship. Items not to arrive earlier than April 5, 2018 or additional storage charges will apply.
<input type="checkbox"/> <a href="#">Food and Beverage Deliveries</a> (optional)	Now	Fax form to hotel before March 30, 2018.
<input type="checkbox"/> <a href="#">Download</a> our Connect! Mobile App		April 6, 2018



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## Boardroom Presentations

At HotelPoint, you have the opportunity to present your Company, innovations, and capabilities in a unique setting. Hotel Executives are pre-assigned to a specific group with several of their peers who have expressed a similar product/service interest. Your Company will be presenting to groups interested in learning about the product/service you offer. We guarantee at least seven (7) Hotel Executives in each group.

A few weeks prior to the Event, you will receive access to your Company's Preliminary Schedule through the HotelPoint Portal. You will receive an email notification from CPMG when your preliminary schedule is available for review. Your Company's schedule will be available from this point onwards to aid in your team's planning and management.



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## PRESENTING YOUR COMPANY

Given the caliber of the Audience, present your Company and solutions on a strategic level.

As you prepare, please keep the following Keys to Success in mind.

- Your twenty minutes for each Boardroom includes Q&A time and time for the Executives to answer your questionnaire on their mobile device.
- Consider using the opportunity to gain insight into how your Company can be a better partner/Supplier.
- Build questions into your presentation and weave them into the conversation.

### When presenting your Company/products/services:

- Focus on key benefits.
- What do you do?
  - What problem does it solve? (As opposed to giving granular detail on how it works).
  - Comparative benefits?
  - ROI.
  - How does it impact the customer experience?
  - Focus on specific projects/highlight a case study.
- What differentiates your solution from the competition?
  - Highlight innovation.
  - Industry trends.
  - Do a demo (if relevant to see/experience).

### Consider using case studies or real world examples to:

- Focus on your annual/current innovations.
- Illustrate your expertise.
- Demonstrate real world (tangible) results.
  - Before/after photos, if applicable.
  - Share results from highlighted case study.

### Keep in Mind

- Returning Suppliers should avoid repeating presentations from prior years.
- If you know that a current customer will be in the session – be sure to ask them for permission to reference work you have done together (and results).
- Include key industry data points that support your proposition but don't drown them in statistics.
- Please note: collect business cards for contact information as we do not distribute email addresses or direct phone numbers

Presenting Your Company continued

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## PRESENTING YOUR COMPANY *previous*

### Presentation Software

Presentation Software (i.e. PowerPoint) is a tool that's intended to enhance your presentation, not deliver your presentation for you or distract from it. You do not have to use an electronic presentation in your Boardrooms, but should you choose to, consider the following guidelines:

#### Set-up

- Create a logical structure / roadmap.
- Save your presentation to your laptop and on a thumb drive as backup.
- Be clear when you start a new high-level part of your talk.
- Keep written notes to refer to if you want to go into further detail.
- Be creative, make your presentation memorable.
- Do not read from the slides.

#### Visual Clarity

- Limit the number of slides being used, and the amount of words on each slide.
- Use large, legible font size.
- Use photographs, charts and/or graphs to explain applications and results.

#### Know Your Environment.

Your Boardroom setting is available twenty (20) minutes prior to your presentation time. Use this time to enter the room and setup. Arrive early and begin setting up. To avoid difficulties, consider finding your Boardroom location the day prior. Walk about the room, get acclimated to your environment; know where you will need to stand. Be poised to greet the Hotel Executives as they enter the room and prepared to begin your presentation immediately.

#### Rely on Our Team.

Allow us to help talk through your presentation. [Sharmila Patel](#) would be happy to review your presentation before the Event and provide feedback. Reach out to him directly to schedule a call with your team.

#### Takeaways

Again, if you choose to provide a takeaway, please review the following:

- Remember that not all Hotel Executives are able to accept takeaways.
- Be cognizant of the weight and size of your takeaways.
- Items that exceed the 18"x14"x12" size of the shipping box will be the responsibility of the Supplier to ship.
- Liquids cannot be shipped.

We do not believe that takeaways are essential for your success.

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## BOARDROOM LOGISTICS

### Boardroom Timing

Each Boardroom session runs twenty (20) minutes in length. Hotel Executives will be in presentations in two different rooms throughout the day, moving between presentations during a five (5) minute transition time. While one Supplier is setting up in one room to present, another is presenting in the second room. You will be able to set up while the group is next door.

Each Hotel Executive group will be assigned a CPMG Group Leader who will stay with that group for the duration of the Event. The Group Leader's responsibility is to time the Boardroom sessions, ensuring that each presentation starts and finishes on time.

- Prior to the start of your Boardroom, while you are setting up, he/she will introduce themselves to you and ask if you would like them to give you a visual warning when your presentation time is almost up.
- During the session, the Group Leader will stay near your Boardroom as much as possible.
- At the agreed upon time, he/she will enter the room and provide you with a signal that you agreed upon, at which point, you should begin closing your presentation.
- The Group Leader will then come into the room at the twenty-minute mark to end your session.
- As soon as one session is finished, the Group Leader will move the Hotel Executive Group to the next room for the next session. Again, there are only five minutes between sessions, so this will happen very quickly. Your Group Leader will let you know when your Group is on the way.

### Boardroom Feedback

Hotel Executives are asked to provide feedback on presentations through the HotelPoint portal, which enables you to view feedback in real time as soon as it is submitted by the Hotel Executives. That feedback includes:

- A Boardroom Rating of the delivery of your company presentation, which is a score of 1-4, 4 being the best. You will also see the overall Event average as a comparison point.
- Hotel Executives may also include a comment regarding the score they have given.
- Hotel Executives have the ability to share their email addresses with you. Note that contact information is shared in no other capacity; it is your responsibility to collect this information throughout the Event.



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## BOARDROOM LOGISTICS *previous*

### Questionnaire

If your Company has specific questions for the Hotel Executives, we encourage they be asked through the HotelPoint Portal.

- Within the HotelPoint Portal “settings” tab, you can select the three questions that you would like to ask the Hotel Executives.
- You may use the three default questions provided, or you may change them by adding up to three multiple choice questions of your own.
- Your team can see these responses and who gave them within the “Results” tab.
- Your questions can be edited until Monday morning at 8:00am of the Event.
- NOTE: This feature may be updated prior to HotelPoint.

**Presentation Score & Feedback**

Datalogic: Boardroom [12:15-12:40 PM]

1. Rate Quality of Presentation:

☆ ☆ ☆ ☆ ☆ (No Rating)

Poor Great

Comments:

2. ☐ Share email address with Datalogic?

3. What timeframe would you potentially be looking to use our solution(s)/service(s)?

4. How would you like us to follow up from this presentation?

5. On a scale of 1-4, rate your interest in our Company/offering. (4 - being the highest)

[Oops-go back](#) | [Submit](#)

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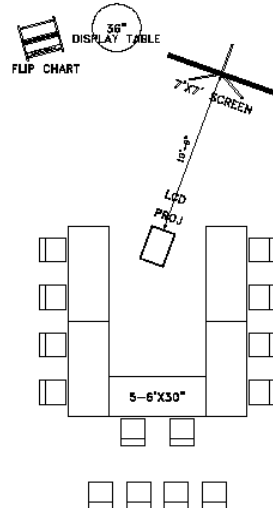
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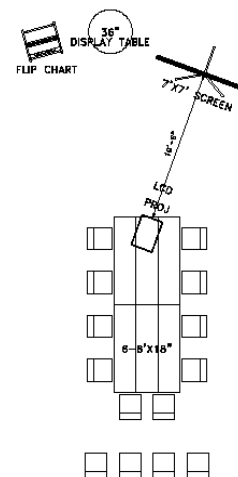
## BOARDROOM SET-UP

- Boardrooms will be set either U-shape or Conference Style.
- The layout and size of some of the rooms may be different from one to another.
- Arrive at least **twenty (20) minutes** prior to your presentation time to get oriented to the room and set-up for your presentation.

### U-Shape



### Conference Style



Each Executive Boardroom Set-up includes the following:

- LCD projector
- Wireless Presenter
- Screen
- Speakers
- Flip chart with markers
- Wireless internet
- HDMI and VGA cables
- **Not provided:** laptops and tablets are not provided with the Boardroom. Please come prepared with your own laptop for use in the Boardroom.

Set-Up Note:

- 16:9 widescreen format projection (build all presentations in widescreen format), please take note that this is a NEW requirement.
- iPad – need an Apple iPad dock connector to VGA adapter
- Apple laptops need their VGA adapter/"dongle" to hook to projector. The availability of this adapter cannot be guaranteed by CommCo. Please bring them with you for use in the Boardrooms.

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## One-on-One Appointments

One-on-One Appointments take place on Monday and Tuesday afternoon. This venue has been designed to provide you an environment to continue building your business development relationships. Each Supplier Company will be provided a designated meeting area in which these One-on-One Appointments will take place. The allotted time for each Appointment is **15 minutes**, with a 5-minute transition. The One-on-One space is not designed to be a product display area.

**Preparation** for One-on-One meetings is similar to that of a sales call:

- Know who you are meeting with.
- Have an objective for each meeting.
- Determine and write down the questions that you will want to ask during the meeting.
- Ensure that there is a clearly defined plan to connect after the Event, and that it is mutually agreed upon by your team members and the Hotel Executives.



### One-on-One Appointment Request System

A few weeks prior to the Event, you will receive access to your Company's Preliminary Schedule through the HotelPoint Portal. You will receive an email notification from CPMG when your preliminary schedule is available for review. Your Company's schedule will be available from this point onwards to aid in your team's planning and management.

You may only schedule One-on-One Appointments with Hotel Executives for the time shown on the agenda set aside for One-on-One Appointments.

[One-on-One Appointments continued](#)

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## ONE-ON-ONE APPOINTMENTS [previous](#)

### One Week before Event

- Hotel Executives are able to send appointment requests to Supplier Companies a week before the Event.
- During this week, your Company will be allowed to respond to these requests.
- Supplier Companies are not able to send requests at this time.
- When a Hotel Executive makes a request of your Company, each member of your team attending the Event will receive an automated email.
- Be sure that the address "ADMIN@CPMGINC.COM" is in your Company's "safe email list" so these informative emails do not end up in spam folders.

### Saturday before the Event

- Your Company may begin sending meeting requests to Hotel Executives Saturday of the Event weekend.
- The scheduling system is accessible through any internet-enabled device.
- At any one time, your Company is able to have five (5) outstanding requests to Hotel Executives. As the Hotel Executives respond, your Company can make additional requests – limited to 5 outstanding requests at any given time.

### Helpful to Know

- Have a plan for who will lead your Appointment requests onsite. We recommend that one (1) person be responsible for making and responding to requests to maximize your efficiency and prevent duplicate requests being made.
- Prior to using the Appointment request tool, determine with which Hotel Executives your Company would like to meet.
- Keep in mind that if you are seeing a Hotel Executive in a Boardroom on Tuesday, you would want to request that One-on-One on Tuesday, not Monday.
- Depending on how many attendees you have participating in the Event, you can "double book" your Company, meaning you would have two (2) simultaneous meetings with two (2) Hotel Executives at the same time.
- If you double book Appointments, determine who from your team is meeting with each Hotel Executive so they are prepared to welcome them as they arrive.
- There are extra tables set up around the ballroom to host a second meeting if your team is "double booked". These tables are not assigned; please don't "claim them" or move them, as they are intended to be shared and to provide additional space for all attendees.

*Helpful to Know continued on next page*

[One-on-One Appointments continued](#)

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### Helpful to Know *continued*

- Additional information on the system, instructions on its use, and log-in and password details will be emailed prior to the Event.
- A demonstration video of the Scheduling Tool will be sent out to all attendees.

### Peer Meetings

- Suppliers can use the Appointment request system to schedule meetings with other Supplier Companies.
- This is a great way to meet with partners or potential partners during any down time you might have at the Event.
- The location and length of the meeting is determined by the requesting Supplier.
- These meetings times do not conflict with One-on-One Appointment times.
- These meetings cannot be requested using the connect! Mobile app, but can be made using the web-based My HotelPoint Portal.

### Displaying Marketing Material

- This space (8'x8') is intended for private meetings with the Hotel Executives rather than a place to exhibit.
- This is not an area to display products.
- All product displays, materials, and marketing materials must remain within your One-on-One space.
- This includes packaging used to ship your materials to the Event.
- Free standing signage may be placed against the back or side walls as long all signs meet the requirements listed below:
  - Signage must remain within the black fabric walls of each location.
  - It may be no taller than the black fabric at any given point, and must not block your neighbors' One-on-One location.
  - It may not block the site line of any other Supplier Company names in your row.
- Nothing should be hung or attached to structure/material.
- CPMG reserves the right to remove any signage that does not comply with the requirements listed above.



[One-on-One Appointments continued](#)



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**Included as part of your participation package, each Supplier will receive the following**

### **One-on-One Area Set-up:**

- 1 Backdrop Unit (with Supplier Company Name and location number)
- 1 30" Round Skirted Table
- 4 Chairs
- 1 5amp/500 Watt Plug Strip
- Wireless internet

If you require equipment other than what comes standard (outlined above), you will need to order directly through CommCo (see [FORMS](#) section).

### **One-on-One Meeting Place Etiquette**

- Do not "grab" Hotel Executives when they walk past your location, as they are on their way to a scheduled Appointment; in order for the schedule to stay on time, the Hotel Executives must move quickly to their next Appointment. If you would like to meet with a Hotel Executive during the One-on-One time that you are not scheduled with, please use the online system to make those requests.
- The meeting area has been designed for quiet, private dialog between Hotel Executives and Suppliers. You will not find a traditional trade show appearance or the traffic.
- We ask all participants to be considerate of their neighbors in the One-on-One area and to refrain from loud music or audio demonstrations.
- There are some extra tables set up around the ballroom to host a second meeting if your team is "double booked." These tables are not assigned; please don't "claim them" or move them, as they are intended to be shared and to provide additional space for all attendees.

### **One-on-One Meeting Strategy**

- An empty area is a lost opportunity, have at least one team member in your area at all times.
- Know your schedule and plan which team member will greet your pre-scheduled Hotel Executive; this is very important if you have pre-scheduled two Hotel Executives from different companies at the same Appointment time.
- Mingle in the open areas to meet additional participants.
- Please request business cards as Connecting Point Marketing Group does not distribute email addresses or direct phone numbers.
- Take notes during your meetings for post-Event follow up.

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## Badges

Event badges are allocated based on the specific Boardroom package your Company has purchased. Each Boardroom package includes a limited number of badges for attendees from your Company.

- Required to be worn throughout the Event at all times.
- Access to any Social Functions, Content Sessions, Meals, One-on-One Meeting area, etc. is prohibited without a badge.
- Onsite Security will be on hand to check badges.
- Badges are non-transferable.

### Additional Badges

- Additional badges may be available with the purchase of a sponsorship; contact [Sharmila Patel](#) for further details.
- Supplier guest badges are not available.
- Not available for individual sale.

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## MyHotelPoint Portal

Prior to the Event, we will send you details on how to access the MyHotelPoint Portal, which will allow you to:

- View your current Boardroom and One-on-One Schedule, as well as accept pending One-on-One Appointments, and make your own requests.
- Preview a complete listing of the Hotel Executive companies attending HotelPoint, with their company profiles.
- Learn about our Opening and Daily Keynote speakers.
- Download, or view, the full Event Directory as a PDF with complete profile details for Hotel Executives and Suppliers that will have interactive links when the Event begins.
- Navigate your way around the Resort with the property map, as well as get a snap-shot of the One-on-One Area.
- Join us in supporting the local Food 4 Kids Backpack Program by making a donation on the Portal.
- Join the conversation by tweeting both leading up to and during the Event, and watch your tweets appear on the Portal's Twitter Widget. The Event hashtag is #hotelpoint18.
- Post Event – revisit the Portal after the Event to view Post Event Resources, including photos, keynote presentations, your Company's Boardroom Questionnaire results, and more.

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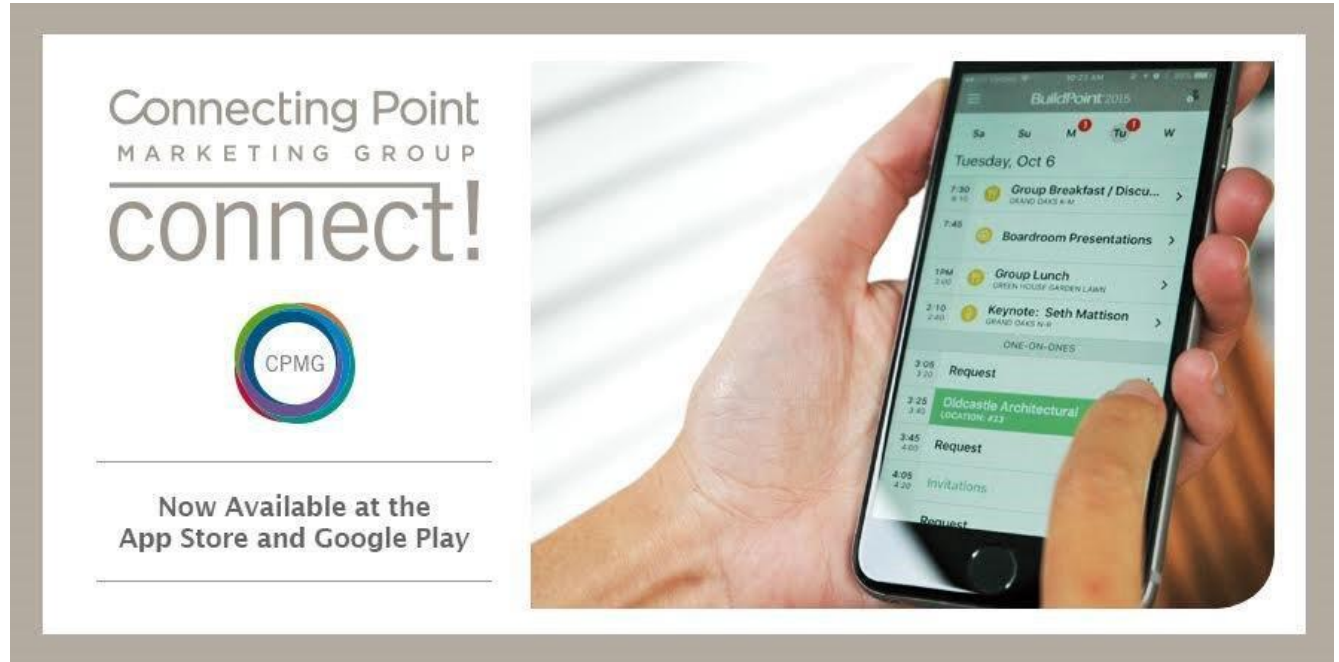
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## CPMG connect! Mobile App

CPMG connect! is a mobile app that can be used at any of the Connecting Point Marketing Group Events to manage your schedule and connect with other attendees! Available for download now in the iPhone App Store and Android Google Play by searching for "CPMG connect!".



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## Post Event Strategy

Reconnecting after HotelPoint with Hotel Executives that you interacted with during the Event is an important part of maintaining a professional relationship. As you are following up on the connections you made at the Event, please keep these guidelines in mind:

- Begin the process of contacting Hotel Executives with reasonable expectations and understand that it may take some time for active dialogue to commence.
- Be patient. It can be a long process trying to connect with Executives post-event, but this is part of developing a professional relationship. Be persistent, but respectful.
- Clearly reference any onsite conversation that you had with a Hotel Executive when you make contact, and strive to differentiate yourself from the multiple Suppliers that will potentially be contacting the same Hotel Executive.
- Follow through on what you promised to deliver Post-Event
- The Portal will be updated to show Post-Event Resources like Event photos and materials from our Keynote speakers.

You can download your Boardroom results and notes directly from the MyHotelPoint Portal.



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## Planning Webinar

Your company's Event Contact will receive an email invite for the Planning Webinar. We ask that they share with the team attending the Event.

It is extremely beneficial to have your entire team participate in the webinar in order to enhance your Company's experience at the Event. This webinar will be recorded.

**March 23<sup>rd</sup>, from 11:00am – 12:00pm EST**

- Event Perspective from an attending Hotel Executive
- Hotel Executive Attendee Update
- Boardroom Preparation
- One-on-One Appointment Strategy
- Mobile App

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## Registration Details

**Registration for the Event takes place in two parts.**

Your credentials to login and begin Registration will be emailed to your Company's Event Contact by [Stacie Goddard](#).

**In Registration Part 1:**

You will complete your Company's profile, submit a Company logo, specify what categories of products/services you will be offering at the Event, and will register your Company's specific Event attendees.

When Registration Part 1 closes, Registration Part 2 will open.

**During Registration Part 2:**

You will indicate the Hotel Executives you would most like to see in your Boardroom Presentations. During this time, you will also separately select up to five (5) preliminary Hotel Executives that you would like to request to meet in a One-on-One Appointment. CPMG will manage all pre-event requests in order to maintain one point of contact.

**What Happens Next? / How it Works**

- Your input with the rankings, as well as with the product/service categories, is critical to building your schedule.
- Hotel Executive groups are created to represent similar buying power, being thoughtful about the make-up of each group's interests, responsibilities, and background, etc.
- We then match your interests with the 'groups of Hotel Executives' which have the optimal fit with your requests/categories.
- This ensures that you will be presenting to Hotel Executives who have qualified interest.

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# HotelPoint® 2018

## HOTEL RESERVATION

The Event runs from Sunday, April 8<sup>th</sup>, to Wednesday, April 11<sup>th</sup>. There are optional activities on Sunday morning (Golf Tournament and Taliesin West and Old Scottsdale Tour). Participants taking part in the optional activities should plan to arrive on Saturday, April 7<sup>th</sup>.



**JW Marriott Desert Ridge Resort and Spa**  
5350 East Marriott Drive  
Phoenix, Arizona 85054  
Phone (480) 293-5000

[Book your hotel rooms.](#)

### Hotel Reservations

- Rooms and rates are subject to availability (\$299 + applicable taxes). Resort fee is waived for HotelPoint attendees.
- Booking prior to the deadline does not guarantee hotel accommodation
- If our room block is sold out, we may not be able to get you the group rate

### Cancellation Policy

Your reservation requires a two-night room and tax deposit to be collected at the time your reservation is made. This two-night deposit will apply to the first night of your stay, and the last. Should you cancel your reservation in its entirety after **March 5, 2018**, the full two-night deposit will be forfeited. Should you change your reservation after **March 5, 2018**, to arrive later than what your original reservation was confirmed for, or depart sooner, the deposit paid for the first and/or last night will be forfeited.

## GROUND TRANSPORTATION

Complimentary transportation to JW Marriott Desert Ridge Resort and Spa from the Phoenix Sky Harbor International Airport will be provided for you (see date/time availability below).

### From the Airport:

- Saturday, April 7<sup>th</sup>, 11:00am – 4:00pm, every ½ hour, top and bottom of the hour.
- Sunday, April 8<sup>th</sup>, 11:00am – 7:00pm every ½ hour, top and bottom of the hour.

### To the Airport:

- Wednesday, April 11<sup>th</sup>, 5:00am – 11:00am, every ½ hour on the top and bottom of the hour.

### Instructions Upon Arrival:

- Proceed to the Baggage Claim area where the Greeter will be holding a HOTELPOINT sign.
- The Greeter will direct you to the shuttle loading area.

If you have any trouble locating the greeter, please call our Transportation Manager, David Minner, at (321) 231-6096.

**Taxi:** The average fare from Phoenix Sky Harbor International Airport to the JW Marriott Desert Ridge Resort and Spa is about \$50 (plus tip).

## SPA DISCOUNT

JW Marriott Desert Ridge Resort and Spa will provide a 5% discount on Spa and Salon services to HotelPoint attendees.

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## Sunday Optional Activities

We are offering two optional activities on Sunday, April 8<sup>th</sup>, before the Event for an additional fee. To participate in the Golf Tournament or the Taliesin West and Old Scottsdale Tour, you will need to pre-register. We offer a limited number of spaces at both activities, first come first served. When making your travel plans, please plan to arrive at the hotel on Saturday, April 7<sup>th</sup>, as optional activities commence early in the morning on Sunday.

### GOLF TOURNAMENT

Wildfire Golf Club is amongst the top Phoenix golf courses, situated in the rugged Sonoran Desert of Northeast Phoenix, and features two picturesque 18-hole championship courses designed by two of golf's greatest legends – Arnold Palmer and Nick Faldo. Surrounding both courses are the majestic McDowell Mountains and century-old saguaro cacti, providing a spectacular setting for golfers.



Registration/practice/breakfast  
will run from 7:00am – 8:00am with  
tee-off at 8:00am.

#### A Golf Individual Sponsorship Includes:

- Greens fee for (1) one individual from your company
- A light continental buffet breakfast at the course
- Buffet lunch and beverages
- Tournament fees and prizes
- Golf Cart

The cost to participate is \$300 per person. Club rentals are available for \$65 (inclusive of tax).

[Please click here to fill out form and submit payment.](#)

Golf foursomes are subject to change. Tournament will commence, rain or shine.

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## TALIESIN WEST AND OLD SCOTTSDALE TOUR



Explore Taliesin West, a national historic landmark nestled in the desert foothills of the McDowell Mountains and home of Frank Lloyd Wright Foundation. Taliesin West possesses an almost prehistoric grandeur. It was built and maintained almost entirely by Wright and his apprentices, making it among the most personal of the architect's creations. Followed by lunch at the Old Tortilla Factory in Old Scottsdale with time to do a little shopping and exploring of Old Scottsdale post lunch!

### A Taliesin West and Old Scottsdale Tour Sponsorship includes:

- Tour fee for (1) one individual from your company
- Light Continental Breakfast
- Box lunch/beverages

The cost to participate is \$235.00 per person. [Please click here for more information and to register.](#)



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## Forms

### Room Drop (optional)

**Deadline to submit form is March 30<sup>th</sup>.**

If there are items that you want to have delivered directly to the guest rooms(s) of the Hotel Executives, you will need to complete the Room Drop Form. Be aware that there is a fee associated with this service.

NOTE: Hotel Executives are provided with a shipping box to ship any Event materials that they receive onsite; for your reference, the size of the box is 18"x14"x12". Liquids and breakables are not permitted to be shipped. Be conscious of the weight of your item and understand that any materials that do not fit inside a closed shipping box become that Supplier's responsibility to ship. This also applies to [takeaways](#) and samples that you provide to Hotel Executives in a Boardroom or One-on-One appointment:

[Please click here to print the Room Drop form.](#)

### Shipping (optional)

If you plan to ship Event materials to the hotel, carefully review shipping instructions and complete the [Shipping form](#) for use during the Event. Event materials should not arrive at the hotel prior to April 5<sup>th</sup>, or additional storage charges may apply.

### Food and Beverage Delivery (optional)

**Deadline to submit form is March 30<sup>th</sup>.**

If you would like to serve food or beverages to Hotel Executives in your Boardrooms or One-on-One Location, you must coordinate directly with the Hotel using the attached [Food and Beverage Authorization Form](#).

No outside food or drink will be permitted in the Boardroom or One-on-One areas. CPMG does provide snacks and beverages to the Hotel Executives throughout their Boardrooms.

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### Audio Visual (optional)

**Deadline to submit your order at a 20% discount is March 28<sup>th</sup>.**

HotelPoint's Audio Visual partner is CommCo Productions, who will have staff on-hand during the Boardroom presentations to address any needs you may have with your audio visual and computer equipment. Within each Boardroom you will find:

- LCD projector
- Wireless Presenter
- Screen
- Speakers
- Flip chart with markers
- Wireless internet
- HDMI and VGA cables now standard with each boardroom!

Laptops ARE NOT provided. Please come prepared with your own laptop or device for use in the Boardrooms.

**If you require any special adapters to connect your laptop to a standard HDMI or VGA cable within the Boardrooms, please bring them with you. CommCo cannot guarantee the availability of such items.**

**Should you require any additional equipment in your Boardroom other than what comes standard (outlined above), please order directly with CommCo Productions:**

[Click here to print and complete the Audio Visual form.](#)

Please scan and email your completed form to: Courtney Whitaker at [courtney@commcopro.com](mailto:courtney@commcopro.com).

CommCo will respond to you within 72 hours of receiving your order to process payment. If you do not receive a call within 72 hours, your order form may not have been received. If you do not receive a call regarding your order, or you have any specific questions, please call Courtney directly at (407) 494-5587.

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## Frequently Asked Questions

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*When should I arrive and depart?*

*Are meals provided?*

*When is Onsite Event Material / Badge Pick-Up?*

*Where is the HotelPoint Information Desk?*

*What if I am arriving outside of Registration Times?*

*What is Supplier Reception and Orientation?*

*What are the Networking Opportunities?*

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### What is the Dress Code?

- Business Casual during the day.
- Temperatures average high 80s (day) – mid 60s (evening). Please check the Weather Channel forecast pre-Event.
- Evening activities are casual attire, with the exception of Tuesday night's Closing Dinner, which is business casual (such as sports coat for men and equivalent for women).

### When should I arrive and depart?

- Arrive no later than mid-afternoon on Sunday, April 8<sup>th</sup>. Supplier Reception and Orientation will take place on Sunday at 4:45pm. Plan to attend this kick-off to the Event as it is a great opportunity for you to learn how to navigate the Event and to join in some interactive peer discussions.
- If you are participating in the optional activities, plan to arrive Saturday, April 7<sup>th</sup>.
- Depart anytime Wednesday, April 11<sup>th</sup>.
- Remember to check [ground transportation date/time](#) availability before booking your flights.

### Are meals provided?

The following meals are included in your HotelPoint participation package:

- Sunday Welcome Reception
- Breakfast – Monday, Tuesday, and Wednesday
- Lunch – Monday and Tuesday
- Monday Dinner Party
- Daily refreshments during the One-on-One Appointments
- Tuesday Closing Cocktail Reception and Dinner

### When is Onsite Event Material / Badge Pick-Up?

Takes place in the afternoon on Saturday, April 7<sup>th</sup>, from 3:00pm – 6:00pm for those attendees participating in the optional activities and on Sunday, April 8<sup>th</sup>, from 2:00pm – 7:00pm for all attendees. Badge Pick-Up is located in the Grand Saguaro Foyer, Level One.

At Badge Pick-Up you will receive:

- Name Badge (to be worn at all times)
- Event Directory
- Event Guide: includes map of the resort and One-on-One area

[Frequently Asked Questions continued](#)

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### Where is the HotelPoint Information Desk?

This will be the "information hub" throughout the Event.

- Beginning Monday, April 9<sup>th</sup> at 7:00am, located in the Grand Saguaro Foyer, Level One. Come to the Information Desk for Event questions, Late Registration, Event Badges, and Materials pick-up.

### What if I am arriving outside of the Registration Times?

- If you will miss Sunday's registration and plan to attend the Welcome Reception, email [Stacie Goddard](#), as you need your badge to attend all social events at HotelPoint.

### What is Supplier Reception and Orientation?

- A Hotel Executive and a Supplier will join our panel to share their thoughts on how to be successful at HotelPoint.
- A representative from our AV provider, CommCo Productions, will be available if you would like to test your presentation with the LCD projectors that will be supplied in the Boardrooms.
- Even if you've been to an Event before, consider attending the Reception/Orientation just the same. We are always sharing new information, and it's a great way to socialize and interact with your peers in a relaxed environment.

### What are the Networking Opportunities?

You will find many opportunities to enjoy first class meals and events designed to expand your business relationships. From the Welcome Reception on Sunday to the Closing Dinner and Entertainment on Tuesday, and everything in between (breakfasts, lunches, and receptions), please consider:

- Attending all networking functions.
- Splitting up your team and mingling individually with the Hotel Executives.
- Inviting Hotel Executives to sit with you.
- Exchanging business cards.
- Using the social functions to build relationships with the Hotel Executives.
- Avoid heavy discussion unless initiated by the Hotel Executive. If you build a relationship, there will be time for the sales pitch later.



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### How is the Boardroom set-up?

- LCD projector with a remote
- Wireless Presenter
- Screen
- Audio Speakers
- Flip Chart with Markers
- Wireless internet
- HDMI and VGA cables

### What is provided in my One-on-One location?

- 1 – Backdrop Unit (with Supplier Company Name and location number)
- 1 – 30" Round Skirted Table
- 4 – Chairs
- 1 – 5amp/500 Watt Plug Strip
- Wireless internet

### What else should I bring?

- Plenty of current business cards.
- Your laptop and necessary cords.
- Back-up materials for your Boardroom presentation; you want to be prepared in the event of computer equipment failure, etc. The show must go on!
- Sunglasses and sunscreen – Lunch is often hosted outdoors in favorable weather conditions.

### When is there Executive Contact information sharing?

- It is your responsibility to collect business cards and contact information from the attending Hotel Executives. HotelPoint does not share contact information for the Hotel Executives before or after the Event. Instead of reaching out to attending Hotel Executives directly prior to the Event, use the One-on-One scheduling tool to make your meeting requests.