



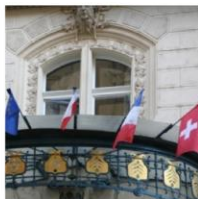
## HelmsBriscoe Company Background

HelmsBriscoe was founded in 1992 by Roger Helms with a very simple premise - by representing the client we can create the best match between the needs of the meeting planner and the right hotel, rather than the traditional sales model, whereby the meeting planner contacts hotel sales people who represent the needs of the hotel. With this unique client perspective, we began attracting the industry's best and brightest. HelmsBriscoe Associates are independent contractors; in essence they are their own boss. Yet they work together to share their experiences for the benefit of their clients, which has led to exponential company growth.

Today, HelmsBriscoe is the highest volume purchaser in the meetings and event industry, and boasts the most expansive and experienced network of Associates. With our global reach, preferred rates, unmatched industry relationships, and full-service meeting management, HelmsBriscoe is so much more than simply a site selection firm. Our team of Associates spans the globe and on average brings 12 years of hotel experience to help deliver a successful meeting—anywhere in the world that may be. And because of our volume purchasing power and relationships, we routinely are given special rates, availability and promotions that we pass along to the client. Regardless of the size or number of meetings that a client typically books, they enjoy the rates and concessions associated with the collective buying power of all of our clients.

HelmsBriscoe enjoys more hotel partnerships than any other third party with virtually every major hotel chain and most independent properties domestically and internationally. New properties continue to join our strategic partner list as they see the benefits of showcasing their offerings to our expanding clientele. An added bonus is that HelmsBriscoe clients also have the ability to turn to our dedicated staff at ResourceOne for full-service meeting management.

We believe that “knowledge is power.” Our proprietary database of 85,000 hotels includes up-to-date property intelligence, rate histories, and anecdotal client experiences. With Associates around the world feeding data into this knowledge base, we have more information at our fingertips than anyone else in the industry. HelmsBriscoe also has unique proprietary tools and key technology components, such as HB InSite, our "experience database"; and rate histories from HB Connect, our proprietary electronic RFP tool.



Outsourcing for meeting procurement will continue to be one of the dominant trends in our industry for the foreseeable future. Planners are finding themselves with reduced resources, higher levels of accountability, and a hotel industry that is increasingly focused on short-term returns. To help planners succeed in this environment, they need a higher level of expertise and buying power than they are likely to find through traditional resources. HelmsBriscoe provides a great deal of expertise, along with the knowledge to secure the right concessions and the relationships to get it all done quickly. This is a powerful option for our clients rather than paying the transaction fees and high mark-ups of other, more traditional procurement options.

#### **Executive Team:**

While we wish we could list all of our talented team members, we would like to introduce you to our executive team:

Roger Helms, Founder & CEO  
Bill Briscoe, Chief Industry Relations Officer  
Greg Malark, Chief Operating Officer  
Peter Shelly, Executive Vice President  
Gary White, Executive Vice President

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