



The HelmsBriscoe Client Advantage

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 and the right venue. Our role is to leverage our vast industry knowledge and experience to find that perfect solution for the Client—the one that provides a location that is well suited to the meeting's need at the best possible terms.

With this innovative perspective and revolutionary business model we began attracting the industry's best and brightest service industry professionals. HelmsBriscoe leverages the experiences of more than 1,200 Associates with a collective average of 12 years of industry experience. Over 95% of HelmsBriscoe Associates have hotel and/or meeting planning backgrounds and are focused on the needs of each individual Client.

In addition to our incredible workforce and weighty resources within the industry, HelmsBriscoe also offers a full array of meeting planning services, including housing and registration, group air and event management through our subsidiary, ResourceOne. HelmsBriscoe Cruises offers Clients the opportunity to host their event at sea with an HB Cruise Specialist to represent them in ship and itinerary selection, contract negotiations, and a full array of support services to ensure that your event at sea is a complete success.

Our growth over the years has been tremendous. We are the highest volume purchaser in the meetings and event industry with over \$1.2 billion in room revenue booked in the past 2 years. In 2010 alone HelmsBriscoe booked over 25,000 programs representing over 3.86 million room nights.

HelmsBriscoe Associates work together and share their knowledge and experiences for the benefit of our Clients. We have unique proprietary tools, such as HB InSite, our "experience database" of over 85,000 hotels, suppliers, and industry best practices; and rate histories from HB Connect, our proprietary electronic RFP tool. Through these tools and our network of Associates, we are able to provide clients with the best global site selection service in the industry. Our tools connect us, but it is the vision of a totally client-driven organization that makes us the solution of choice for over 9,000 clients worldwide, including the world's most recognized and respected brands.

So why choose us you ask? It's simple. HelmsBriscoe is uniquely qualified to assist you with finding the right hotel, conference center or cruise ship for your next meeting or event. Our team of Associates spans over 40 countries to help you deliver a successful meeting – worldwide. The quality of our Associates, the volume of business we handle and the tools we use makes HelmsBriscoe your clear choice for success.