

Dear Chapter Leaders,

As promised, please find attached the new promotional banners we would like to ask you to post on your websites and in your enewsletters for our new member benefit – the gift of business development opportunities, with The Salesman’s Guide’s – an annual complimentary search for 100 qualified meeting planners for all regular HSMAl members paying \$350 or \$300 at www.meetingplannerlists.com/. HSMAl members also receive a 10% discount on any future searches or on any Salesman’s Guide products or services. As a reminder, the primary member on multiple memberships gets a complimentary search for 150 meeting planners, and the primary contact on a corporate membership gets either a complimentary 150, 175 or 200 meeting planner search depending on the volume level of their company’s memberships. So everyone wins.

Please link these ebanners to: <http://www.hsmal.org/Members/>

HSMAl has partnered with The Salesman's Guide® to co-brand www.mmsend2.com/lscfm?r=6115010&sid=9585915&m=1015739&u=HSMAl&s=http://www.MeetingPlannerLists.com - the largest online source of qualified meeting and event buyers. Hospitality sales and marketing professionals visiting the site can search a database of more than 50,000 meeting planner contacts online to create a customized list. Qualified planners can be segmented by: Geographic Location, Meeting Location, Group Size, Type of Facilities Required, and Speakers/Entertainers Hired.

The database is segmented four ways, allowing sales and marketing executives to target the market that most satisfies their needs. Meeting planners listed are categorized by corporations, associations, medical groups, and religious organizations, and are guaranteed to be accurate. The Salesman's Guide® editorial staff conducts extensive research to confirm every listing, including mailing address verification, Internet research, third-party databases, and confirmation calls to the listees. The listings are verified for deliverability at least once every three months, and postal deliverability is guaranteed.

To take advantage of these new member benefits tell your members to follow these steps:

1. Go to www.mmsend2.com/lscfm?r=6115010&sid=9585916&m=1015739&u=HSMAl&s=http://www.meetingplannerlists.com/,
2. Search the database of more than 50,000 qualified meeting planners.
3. In the shopping cart, sign in using their member number as their password to receive their free listings and/or their 10% discount on any purchase.

A HSMAl member list search tutorial will be posted at www.meetingplannerlists.com/ this Friday to help members search the site to receive their benefit. It takes about 5 minutes to complete a search, but we have heard that some members were having a challenge culling their list down to 100. The tutorial will help to make it even easier to obtain their complimentary personalized list of meeting planners.

Thank you for help communicating this new member benefit at your meetings and through your member marketing and communication.

All my best,

Fran Brasseur

Executive Vice President

HSMAI