



AMERICAN MEETINGS, INC.

PRESS RELEASE

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FOR IMMEDIATE RELEASE

American Meetings Enhances Its Already Successful 25-Point Hotel Addendum for Clients

Fort Lauderdale, FL, April 10, 2008: American Meetings (AMI), a global leader in the event marketing and meeting management industry, has recently enhanced its hotel addendum strategy saving money and providing more value to its clients. The hotel addendum identifies over 25 specific cost saving and upgrade opportunities that are requested on behalf of American Meetings clients. The overall strategy allows American Meetings project managers to negotiate during the contract phase ensuring clients receive the best rate and on-site value. *"We are thrilled with the enhancements, which give our project managers a more valuable negotiating tool when site searching and contracting with hotels."* says **Todd Bludworth, Chief Operating Officer,** "... Recently at one property, we saved our client over \$10,000 in on-site fees, including room rate, room rental, wireless access, and suite upgrades".

American Meetings already has national relationships with all of the national hotel chains including Ritz Carlton, Starwood, Hyatt and the Hilton Family of hotels. The firm leverages its volume to negotiate rates and availability for its core client base.

American Meetings, Inc produces meeting and events around the globe. The company works with small firms, Fortune 500 companies, and associations in developing and executing strategic meeting and event plans. The AMI team of professionals has over 100 years of combined meeting experience with a reputation of impeccable client service. The firm has a proven track record managing over 3 million attendees in industries such as Pharmaceutical, Biotech, Healthcare, Commercial Real Estate, Retail, Technology & Investment banking. The firm is located in Fort Lauderdale, Florida.

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