

# Event Housing Made Easy

The Connecticut Convention & Sports Bureau is offering you a **FREE** and **EASY** way to manage your event housing.

## CONVENTION & SPORTS BUREAU

### Added Benefits To Your Event:

- \* Earn commission per room night booked (industry standard is 10%)
- \* Collect data about your event attendee's housing preferences, lengths of stay, place of origin and more.
- \* CTCSB will provide relevant area information and discounts for distribution to event attendees
- \* Event organizers can have administrator access to your housing site to run reports and monitor event productivity.

### The CTCSB Does It All:

- 1 Source inventory from appropriate hotels based on your event guidelines.
- 2 Present hotel and inventory options to you for acceptance, negotiation or decline.
- 3 Provide daily administration of the online housing bureau and interaction with event participants.
- 4 Complete post-event accounting and reporting, including the collection of commissions on your behalf.

ENTER GROUP BLOCK CODE  Enter GROUP CODE

HOME Login/Create An Account Events CTSportsplex Events

## Event Logo

### Name Of Event

### Event Dates

### Event Details

**FOUR POINTS BY SHERATON MERIDEN**

Check-In: 3:00 PM Check-Out: 12:00 PM

**Hotel Amenities**

- Refrigerator/Microwave: Cost may be incurred
- Pool: Indoor
- Parking: Free
- Internet: Free WiFi throughout hotel
- Breakfast: Price Varies By Selection

more

275 Research Parkway Meriden, CT 06450

#### CANCELLATION POLICY

The hotel will receive this reservation on December 15, 2015, until then, guests should make, update or cancel their reservation via this online housing bureau only. A non-refundable 2-night room and tax deposit will be taken on or about December 15, 2015 to guarantee the reservation. 2 night stay required.

Room	Rate	Available
King w/ pullout	\$95.00	10
King w/ pullout	\$95.00	10
Double Double	\$95.00	40
Double Double	\$95.00	40

NEED MORE ROOMS ?

BOOK NOW

Customized event notes for each hotel

Inventory is shown in real time

### SERVICE DISCLAIMER:

A \$5.00 per room night service fee is retained by the CTCSB for new events. The fee is included in the contracted hotel room rates. Event organizers must contract 95% of their inventory with CTCSB member hotels (over 90 hotels are available to choose from). Events must produce 500+ total room nights to qualify for this service. \$5.00 service fee may be reduced for events using 4+ nights in the same event.

### Contact Us

Robert Murdock  
robertm@ctcsb.org  
860-882-1103

# Advertising Opportunity

The Connecticut Convention & Sports Bureau manages an online housing website to assist incoming sporting events with the booking of their hotel rooms. Event planners who feature their events on the online housing website require their teams to use this website as a condition of their participation in the tournament (teams are not allowed to call hotels directly or use other booking sites such as Expedia, Priceline, etc). This is known as enforcing a *stay-to-play policy* and will significantly increase and guarantee exposure to our advertisers. The CTC SB is now launching a pilot program to offer advertising on the online housing bureau and are inviting you to participate!



## CONVENTION & SPORTS BUREAU

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### Demographics Of Users:

- \* Parents traveling with their student-athletes aged 6 to 18
- \* Point of origin heavily weighed within the drive-in market (New England, NY, NJ, PA, OH) with additional fly-in guests from other parts of the US and Canada
- \* Average event length is 2-3 days, families typically extend their stay for leisure/vacation pre- or post- event
- \* Over 25% of participants return to the sporting event for a second or third consecutive year (return visitors)

### By The Numbers:

- \* 50 annual events are administered by the CTC SB at sports facilities across Connecticut
- \* 25,000 hotel room nights are booked annually
- \* Over 50,000 unique visitors are recorded annually
- \* Over 100,000 emails distributed annually

The screenshot shows the website's search interface. At the top, there is a navigation bar with the logo and 'CONVENTION & SPORTS BUREAU'. Below the logo is a search bar with the text 'ENTER GROUP BLOCK CODE' and a 'GO' button. A 'FIND YOUR EVENT' button is also visible. The main content area features a navigation menu with links for 'Home', 'Login/Create An Account', 'Events', 'CT Sportsplex Events', and 'CT USSSA Fastpitch'. Below the navigation, there are two promotional banners. The first banner is for 'CATERING' by Panera Bread, with the text 'WELCOME! IF YOU HAVE A UNIQUE GROUP CODE TO BOOK YOUR HOTEL ROOM, PLEASE ENTER IT IN THE WHITE BOX ABOVE AND PROCEED TO MAKE YOUR HOTEL RESERVATION(S)'. The second banner is for the Connecticut Science Center, with the text 'IF YOU ARE A TEAM IN NEED OF A BLOCK OF ROOMS:'. To the right of these banners are two sponsor boxes: 'Sponsor #3 Here' and 'Sponsor #4 Here'. At the bottom of the page, there is a large blue section with the text 'Find Your Event' and a search form with fields for 'Date', 'Event Name', 'City', 'Event Type/Sport', and 'Organization', and a 'Search' button.

See events in progress at: [www.ctmeetings-housing.org](http://www.ctmeetings-housing.org)

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SPORTS BUREAU**

## Advertisement Benefits and Cost

- \* Logo placement on CTCSB online housing bureau located at [ctmeetings-housing.org](http://ctmeetings-housing.org)
- \* Click-thru to sponsor website **OR** activation of downloadable PDF (from the display logo on splash page)
- \* Logo, PDF and click-thru inclusion in email campaigns distributed during the contract period. Minimum of 25,000 subscribers per 3 months.

Duration	Update Frequency	Cost
3 months	None	\$500
6 months	1 update	\$750
9 months	2 updates	\$850
12 months	3 updates	\$1,000

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## SIZING LIMITATIONS:

Splash page logo placement is limited to 2" by 2"

PDF download from logo click-thru is limited to 8.5" x 11"

Inclusion in email campaigns is limited to 8.5" x 11" and should be submitted in PDF format

## ADVERTISING DISCLAIMER:

Advertising is offered on a first-come basis (4 available). Payment for advertising is due prior to the benefits being granted. The CTCSB maintains the right to refuse or remove advertising at its discretion. Hotel management firms and individual hotel properties are not permitted to advertise on the online housing bureau.

FEB15

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