# **Event Housing Made Easy**

Connecticut still revolutionary

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

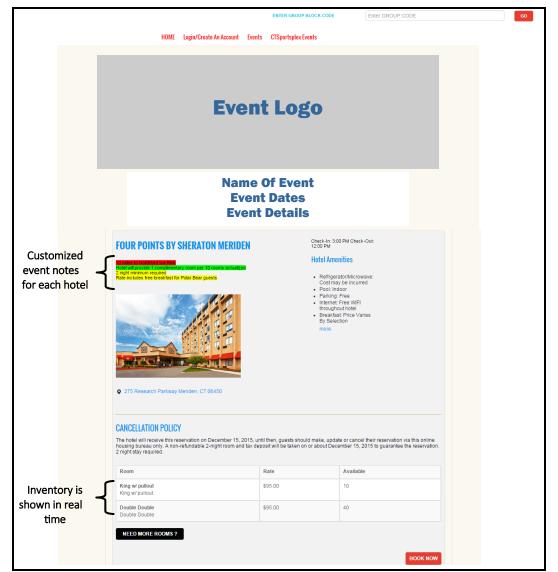
CONVENTION & SPORTS BUREAU

### **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.
- 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.



#### 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 CTCSB is now launching a pilot program to offer advertising on the online housing bureau and are inviting you to participate!



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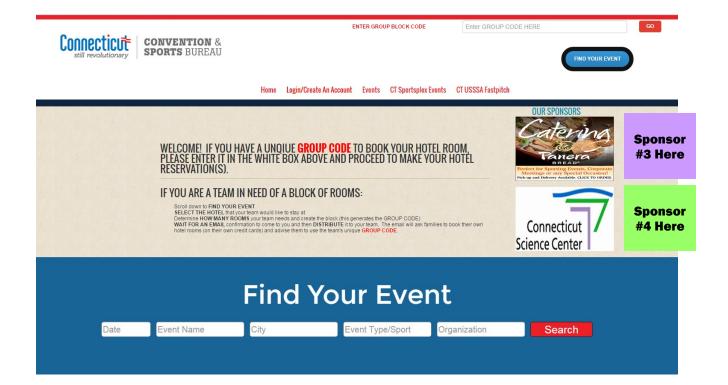
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## **Demographics Of Users:**

- 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 CTCSB 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



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### **Advertisement Benefits and Cost**

- Logo placement on CTCSB online housing bureau located at 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.

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