



Suite Talk

OUR MONTHLY NEWSLETTER

Your partner in planning.



Greetings!

As summer heats up, so does our calendar — and we couldn't be more excited to share what's ahead. First up: **Last Call**, our annual signature client event, is just around the corner! On August 11, we'll be celebrating 20 years of extraordinary journeys at a private, invite-only experience you won't want to miss. We're pulling out all the stops for this milestone year — and this month's Suite Talk includes a sneak peek at what's in store.

Immediately following is **CMEE (Canadian Meetings + Events Expo)** on August 12–13, where we'll be connecting with our colleagues, peers and partners across the industry. Whether you're attending the trade show or catching up at networking events, we hope to see you there.

Looking further ahead, our team is gearing up for **IMEX America** in Las Vegas this October, one of the industry's biggest global events. It's a powerful opportunity to connect, source, and share insights — and we're excited to help our clients make the most of it.

Inside this edition of Suite Talk, you'll also find:

- A **Client Spotlight** featuring how we helped an association re-evaluate their long-standing hotel relationship — and saved them thousands in the process.
- A look at how **Sandbox Events** can support your registration needs.
- A behind-the-scenes look at our **Last Call planning** process, including a few fun details we've never done before.
- A roundup of **Hotel Spotlights** to inspire your next program, featuring new openings and standouts our team is loving right now.

Whether you're deep in planning or just starting to think ahead, we're here to help you create extraordinary experiences, every time.

See you soon,

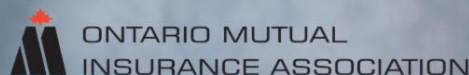
The Suite Talk Team





CLIENT SPOTLIGHT

THE VALUE OF RE-EVALUATING A GREAT RELATIONSHIP



ONTARIO MUTUAL
INSURANCE ASSOCIATION

**Together, We Unlocked \$280,000 in Value —
No Big Changes Required.**

Long-standing relationships matter. They're built on trust, experience, and years of shared success. But even the strongest partnerships benefit from a fresh perspective.

When we first connected with the **Ontario Mutual Insurance Association (OMIA)**, they were enthusiastic about collaborating with our team—on one condition.

"We'll partner with you on everything... except the Toronto event. We've always held it at the same hotel, and we have a really strong relationship there."

Fair enough. Loyalty like that is important. But before our conversation wrapped, our CEO, Mark Dosman offered a simple thought:

"It might be worth putting that program out to bid, just to see. You might be leaving money on the table."

A few weeks later, they called back. OMIA decided to issue a competitive RFP for their flagship program for the first time in years—and that decision paid off in a big way.

Here's what happened:

OMIA stayed with the same trusted hotel partner

We helped them save \$70,000 per year off the contract

We reopened the prior year's agreement and negotiated \$70,000 in added value

Total savings: \$280,000, with no disruption to venue or experience

And the impact didn't stop there.

For years, OMIA had accepted an annual rate increase—what started at \$235 eventually made them one of the hotel's highest March group rates. After we stepped in, we locked in that \$235 rate for nearly a decade. From 2013 to 2022, it never went up a cent.

That's the power of informed strategy, relationship-savvy negotiation, and smart long-term planning.

Today, OMIA remains a valued client and has introduced us to other associations who now benefit from the same approach. Because at Strategic Site Selection, we don't just help you book rooms—we help you protect your budget, your time, and your relationships.

Sometimes, the smartest move isn't changing venues—it's making sure you're getting the most out of the one you



DESTINATION REPORT

LOS ANGELES, CALIFORNIA | PENTICTON, BRITISH COLUMBIA | BANGKOK, THAILAND



Three Cities Making Event Waves

From West Coast cool to lakeside luxury to international glam, this month's Destination Trend Report is all about variety. Whether you're planning an incentive trip, executive retreat, or large-scale conference, these three destinations offer standout experiences, high-performing hotels, and versatile meeting spaces. Here's why they deserve a spot on your radar.

LOS ANGELES, CALIFORNIA

Why It's Hot:

LA blends iconic entertainment, vibrant culture, and year-round sunshine. With easy access via LAX and a mix of beach, downtown, and luxury neighborhoods, it's a dream for groups that want it all: business, buzz, and bleisure.

Top Hotels for Events:

- [JW Marriott Los Angeles L.A. LIVE](#)

Located in the heart of downtown, steps from the Crypto.com Arena and Convention Center, this hotel offers over 134,000 sq. ft. of event space, including the elegant Diamond Ballroom (25,000 sq. ft.). Rooftop terraces and outdoor pool areas provide stylish spaces for receptions with a view.

- [Fairmont Century Plaza](#)

A modern revival of a Hollywood icon, this Fairmont blends sleek design with history. It offers 14,000+ sq. ft. of meeting space, including an artful 4,000 sq. ft. ballroom and smaller salons ideal for elevated executive meetings.

PENTICTON, BRITISH COLUMBIA

Why It's Hot:

One of Canada's best-kept secrets, Penticton is nestled between two lakes and surrounded by vineyards. It's perfect for intimate retreats, incentive getaways, and wellness-focused programs, with an added bonus: it's walkable, scenic, and stress-free.

Top Hotels for Events:

- [Penticton Lakeside Resort & Conference Centre](#)

With stunning lakefront views, this full-service resort has 32,000 sq. ft. of indoor and outdoor space, including a grand ballroom for up to 1,000 guests and lakeview patios for receptions. Ideal for multi-day retreats and conferences with a leisure twist.

- [ELLA – A Tapestry Collection by Hilton \(Opening 2025\)](#)

For a modern twist, Penticton's highly anticipated ELLA Hotel brings a fresh, design-forward option to the Okanagan. While still under development, it's set to offer dedicated meeting space for up to 200 guests, sleek indoor-outdoor event layouts, and easy access to Penticton's urban and vineyard scene. Watch this one for future-forward gatherings and stylish corporate escapes.

BANGKOK, THAILAND

Why It's Hot:

Energetic, exotic, and endlessly inspiring, Bangkok offers world-class hospitality at exceptional value. With luxury hotels, cultural intrigue, and strong airlift through Suvarnabhumi Airport, it's a rising star for international conferences and incentive programs.

Top Hotels for Events:

- [Shangri-La Bangkok](#)

Set along the Chao Phraya River, this property combines old-world charm with modern amenities. The hotel features 23 function rooms and over 60,000 sq. ft. of meeting space, including a stunning grand ballroom for up to 1,600 guests, plus river cruise options for unique offsite events.

- [Intercontinental Bangkok](#)

Located in the heart of Bangkok's commercial district and just steps from the BTS Skytrain, InterContinental Bangkok is a 5-star property that blends business efficiency with Thai elegance. With over 22,000 sq ft of meeting space divided over 19 meeting rooms, the hotel recently underwent major renovations and re-opened in 2023 with refreshed spaces and modern tech—making it ideal for upscale meetings, incentives, and conferences.

✉ *Ready to explore one of these destinations for your next event? Get in touch with us at info@strategicsiteselection.com. We'll help you bring your vision to life, wherever you want to go.*



Industry Events *See you There!*

Are you planning on attending any of these events? Let us know! We're excited about the opportunity to reconnect with you.



CANADIAN
MEETINGS +
EVENTS EXPO

[CMEE - August 12-13](#)

Canadian Meeting + Events Expo (CMEEExpo) is the largest, best attended and longest running meetings and events show in Canada. What began in 1991 as the Canadian Incentive Travel Symposium has grown to offer an incredible two days of valuable connections and education representing 200+ companies every year in downtown Toronto.

[IMEX America - Oct 7-9](#)

Where the global meetings and events industry converges in a standout Las Vegas setting, to meet,



EVENT TIPS THAT DELIVER



Simplified Registration, Elevated Experience: How Sandbox Events Supports Your Registration Needs

When it comes to planning a successful event, the registration process isn't just a formality—it's the first impression. At Strategic Site Selection, we partner with our full service events division, Sandbox Events, to make sure that first impression is seamless, professional, and entirely stress-free.

Powered by Aventri—Without the Paperwork

To streamline the process for our clients, Sandbox Events maintains an active enterprise contract with Aventri, one of the event industry's most powerful and trusted registration platforms. That means you get all the benefits of Aventri—custom-branded registration sites, automated communications, detailed reporting dashboards, mobile check-in, a built in event app and more—without having to sign a separate contract or manage another vendor.

We handle the back end, the build, the data, and the delivery, so you can stay focused on your event goals—not registration logistics.

Already Have a Platform? We're Flexible.

If your team is already working with a preferred registration system—whether it's Cvent, Eventbrite, Pheedloop, Whova, or even a proprietary internal platform—we're happy to plug in. Our registration specialists are experienced across a wide range of tools and will collaborate with your internal or vendor teams to:

- Mirror your registration flow and branding
- Automate confirmation and reminder communications
- Ensure accurate data capture and reporting
- Provide on-site check-in and tech support, if needed

What You Can Expect

Whether we're running registration through our Aventri license or supporting your existing system, Sandbox Events brings:

- Custom-Branded Registration Sites; Fully aligned with your event and organization's identity
- Automated Workflows; From payment processing to dietary restrictions, everything is captured smoothly
- Real-Time Dashboards; Stay in the know with detailed analytics and registration tracking
- On-Site Execution; From badge printing to staffed check-in, we make arrival day effortless
- Post-Event Reporting; Clean, organized attendee data and insights to fuel your future planning

A Team You Can Trust

Behind the software is a human team that's obsessed with delivering outstanding service. Our registration specialists work alongside your Strategic Site Selection account manager to ensure registration is not just functional—it's a frictionless part of your event experience.

Let's Get You Registered

Whether you need full registration support or just help with specific elements, Sandbox Events is here to help.

Reach out to your Strategic Site Selection team member, or email us directly at contactus@sandboxevents.com to get started.

With Sandbox Events behind the scenes, registration is one more thing you can take off your plate.



✈ **Sneak Peek: Last Call is Almost Here!**

We're counting down the days to Last Call—our signature client celebration happening on August 11 at [The Quay](#) in Toronto—and trust us, this year will be one for the books.

The theme, *Destination: Legacy – 20 Years of Extraordinary Journeys*, is a nod to two decades of memorable milestones, impactful partnerships, and the incredible community that's helped shape Strategic Site Selection into what it is today.

Expect a high-end travel experience from start to finish:
From globally inspired cuisine to destination-themed activations, every detail is curated to transport you—no boarding pass required. Guests will receive luxe travel-inspired touches and unexpected moments throughout the evening.

Stop by the Snap Sweet photobooth for a stylish souvenir from your "journey."
Let Bongo & B bring the rhythm of the world to the evening with their energetic live performance artists.
And of course, we'll have gifting, cocktails, conversation, and plenty of opportunities to connect.

Last Call is by invitation only and exclusively for our clients and partners. We can't wait to raise a glass and celebrate this incredible 20-year adventure with you.

Want to Be a Part of It?

Registration for our celebration is now open, and places are limited!

For more information reach out to your SSS team member or:

Mark Dosman – markd@strategicsiteselection.com

Kristi Piukkala – kristip@sandbox-events.com

Special thanks to our Penthouse Sponsors who are helping us make this event extraordinary—we're so grateful for your continued support!



OPERATIONS & GROWTH

WE ARE HIRING.

We have
some amazing
opportunities
available.



We're Growing — Come Join Us at Strategic Site Selection!

Are you ready for your next big move in the meetings and events industry? We're thrilled to share that we have three exciting roles open for driven, relationship-focused professionals who are passionate about the meetings and events industry. If you're ready to grow your career, contribute to a dynamic team, and make a meaningful impact, we want to connect with you!

We're currently looking for:

Director, Global Accounts – [Apply here](#)

Director, Business Development – [Apply here](#)

Coordinator, Client Experience – [Apply Here](#)

At Strategic Site Selection, we're in the business of creating connections and unforgettable experiences. If you thrive in a collaborative, forward-thinking environment, this could be the perfect next step for you.

Know someone who'd be a great fit? Don't keep it to yourself—pass it along!



NICE WORDS FROM NICE PEOPLE

CLIENT REVIEW

"Working with SSS has been an absolute game changer for our conferences. From venue selection to contract negotiations, their expertise and attention to detail have made the entire process seamless. Their strategic approach has saved our team time, reduced risk, and given us confidence that we're making the best choices for our events. Working with Heather has been awesome, her professionalism, responsiveness, and ability to anticipate challenges have been invaluable." – Vicky Constantineau

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