

# AUGUST PROFESSIONAL EDUCATIONAL MEETING

## ANNUAL CORPORATE TRAVEL MANAGER & TRAVEL AGENT PANEL

*Sponsored by:*



**Thanks for Milestone Internet Marketing, Inc. for sponsoring our August event!**

Milestone Internet Marketing, Inc. is a full-service internet marketing firm, specializing in internet marketing strategies and website development for the lodging industry. Milestone offers a complete suite of internet marketing tools, including website design, website promotions, booking engines, email marketing and travel site and GDS promotions for the lodging industry. The internet is the most innovative and

effectual marketing channel for the lodging industry, providing information, selling rooms, and offering hotels enhanced visibility and accessibility on the burgeoning Web.  
[www.milestoneinternet.com](http://www.milestoneinternet.com)

*Monday, August 29, 2005  
 11:30 am Registration & networking  
 Noon Program and lunch*

*Embassy Suites  
 2885 Lakeside Drive  
 Santa Clara, CA 95054*

Just in time for the RFP season we are pleased to present our annual Corporate Travel Manager and Travel Agent panel. Don't miss the boat on this opportunity to get a heads up on what companies are looking for.

Some of the topics being discussed are:

- What are some of the significant changes to the NBTA RFP format for 2006?
- How important are 'value adds' versus rate in your selection process?
- What do you see happening to the Consortia Programs in the coming years?
- Do you have a mandate program to steer business to your preferred vendors & what are the consequences if the travelers do not adhere?
- Do you anticipate/forecast increased travel in 2006 versus 2005?
- What do you wish every hotel Sales person knew?

**REGISTER NOW!**

Mail or fax this form to:

**HSMIA**  
**Northern California Chapter**  
**C/O Susan Stevens**  
**Hotel Los Gatos**  
**210 E. Main Street**  
**Los Gatos, CA 95030**  
**(408) 335-1713**

**Fax: (408) 335-1719**

Guaranteed reservations will be accepted by mail, fax or phone. Pre-payment or payment at the door is required. A limited amount of open seating is available on a first come first served basis. Payment at the door is acceptable provided you have a confirmed reservation.

**Cancellation policy**

Cancellation must be received 72 hrs prior to the Event. Space is limited so please either pre-pay or Sign the form to acknowledge that you will pay at the door. If you cannot attend and do not cancel you will be billed

Name	Title		
Company			
Address			
City/State/Zip			
Phone	Fax		
Email			
<b>Meeting prices:</b>	<b>HSMIA members</b>	<b>Non-members</b>	<b>Total</b>
Before Aug 22, 2005	_____ @ \$35	_____ @ \$45	\$ _____
After Aug 22, 2005	_____ @ \$45	_____ @ \$45	\$ _____
<b>Payment options:</b>			
? Check enclosed		? At door _____	
<i>(signature required)</i>			
? Credit card		? Visa ? Mastercard	
Card Number		Exp date	
Cardholder name			
Signature			
3-Digit CTC # on back of card			

*Register online at [www.hsmainc.com](http://www.hsmainc.com)*

*Join us!*