



SPEEDRFP™

THE UNIVERSAL RFP SYSTEM

Fast, free, and easy.

What makes SpeedRFP different?

SpeedRFP is the first and only online Request For Proposal (RFP) tool that is completely portable—if you're planning an event, meeting or incentive trip, it lets you take your RFPs with you anywhere on the web, and submit an RFP on any site that accepts *SpeedRFP*, in as little as 3 clicks.

The product's home site, *SpeedRFP.com*, also allows users to submit an RFP to any hotel in the world, whether or not that hotel's website is *SpeedRFP* enabled.

Because *SpeedRFP* is free and brand-neutral, its unique combination of features and benefits makes *SpeedRFP* an RFP solution with the potential to generate the benefits of adoption and efficiency expected of a true industry-wide standard.

Why is SpeedRFP good for meeting professionals?

SpeedRFP benefits meeting professionals in these ways:

- It's totally free
- No more rekeying contact and RFP info
- Gives you the freedom to submit RFPs to any *SpeedRFP*-enabled hotel, regardless of location or brand affiliation
- *SpeedRFP* doesn't act as a middleman, but allows direct communication between buyer and seller
- *SpeedRFP*'s form complies with the Convention Industry Council's (CIC) Accepted Practices Exchange (APEX) standards
- Provides a single account profile that is recognized and honored at any *SpeedRFP*-enabled site, dramatically reducing the time involved in creating and distributing RFPs
- Manage all your RFPs in one place on the web, regardless of which *SpeedRFP*-enabled site was used for submission: make changes, resubmit, view proposals, compare proposals, negotiate details, etc.
- Allows continuing dialogue documentation through *SpeedRFP*'s messaging system
- *SpeedRFP* is flexible—you can attach your own RFP template/form if you prefer
- Invite any non-*SpeedRFP* enabled hotel to received RFPs and submit proposals via e-mail

Why is SpeedRFP good for hotels?

SpeedRFP benefits hotel sales organizations in these ways:

- Allows seamless integration into your hotel or brand website with only 3 lines of code
- Ability to supplement or replace existing RFP forms
- Charges no commission or transaction fees
- Permits direct input into management systems
- Provides standardized format to increase quality of RFPs
- Gives access to the *SpeedRFP* planner network
- *SpeedRFP* forms can be posted on other sites, such as CVBs and web guides, for additional exposure and distribution

Why was it necessary to develop a product like this?

Current online RFP systems have not proven popular with meeting professionals. The largest hotel chains receive only 20-30% of their RFPs through online forms, meaning both planners and hotels continue to deal with unnecessary inconvenience, administrative cost, and inefficiencies. *SpeedRFP* was developed to bring as many of these professionals as possible into a community of users that benefit from quicker, easier, and more cost-effective transactions.

SpeedRFP was developed to overcome the tremendous barriers to adoption of online RFPs. It dramatically reduces the amount of data rekeying required of both buyer and seller. It offers a form that adheres to APEX's recognized industry standard. It increases the quality of RFPs and the subsequent communications by making it easy to exchange complete event information.

When will SpeedRFP be available?

- *SpeedRFP* is in the integration phase with Starwood Convention Collection, Destination Hotels & Resorts, EliteMeetings.com, and AmexMeetingPlanner.com
- The product will be available to hotels and planners throughout the industry in the first quarter of 2010

How much will SpeedRFP cost?

- *SpeedRFP* will be free to all meeting professionals
- *SpeedRFP* Community Edition will be available for free to all hotels
- *SpeedRFP* Enterprise and Pro versions will be available to hotel chains, independent hotels, consortiums, and guide websites for a low monthly subscription fee

Who is the owner of the SpeedRFP technology?

SpeedRFP is a product and trademark of Elite Meetings International, Inc., who also developed the FaceTime™ appointment scheduling technology that was used for the 2009 Motivation Show Hosted Buyer Program and will be used at MPI's MeetDifferent 2010.

How is SpeedRFP different from already existing products in the marketplace?

SpeedRFP is unique and unlike products currently in the marketplace. *SpeedRFP* is independent of any supplier database or marketing program. *SpeedRFP* is an RFP transaction engine only, and was developed as a brand-neutral tool that can be easily integrated into the website of any hotel chain, independent hotel, consortium, or guide website. *SpeedRFP* can be used alongside other RFP forms so that hotels may offer users the convenience of choice, or it can replace existing RFP forms altogether.

To whom can we direct questions about the product and how do we get a demonstration?

Media inquiries can be directed to:

Michael Frenkel

212.808.6556

michael@mfcpr.com

Product and sales questions can be directed to:

Christine Lai

805.730.1000

info@speedrfp.com