



Organizations need funds to support the exchange of ideas, foster developments within their field and provide a collective voice to legislative and cultural matters on behalf of their members.

.....Introducing a new source for the development of non-dues revenue.



Conventions, Trade Shows and Annual Meetings draw hundreds of thousands of registered attendees. Most of these individuals purchase and self-pay for an airline ticket to reach the convention city.

The convention sponsor, despite creating this revenue opportunity for the airlines, receives essentially no benefit.

In fact, consolidation of the airline industry has further weakened the convention sponsor's position.

- Only two major airlines still offer meeting fares and each typically require sole status as the only official carrier to extend an agreement.
- Official carrier agreements generally exclude or reduce discounts for the lowest and promotional fares, require use of the airline website as well as input of the meeting code. This cuts overall utilization thereby also cutting the free travel certificates earned by the convention sponsor. (Don't even get us started on trying to actually use those airline earned travel certs.)
- Attendees self-paying for their ticket can be expected to choose the dominant airline in their home city due to more flight options and accrued frequent flyer miles.

Therefore, it's likely that as many as 80% of attendees to a convention will not fly the official meeting fare carrier with absolutely no financial benefit earned by the meeting sponsor.



It's those 80% that represent CAT's mission. As part of a group of travel companies in continuous operation since 1987, we understand the business and have applied that knowledge to the creation of CAT.

Our system enables a convention sponsor to earn up to \$5 for each ticket purchased by these attendees.

And.....

It's derived from existing airline commission programs included in current fare structures.

Attendees select from recognized travel sites they've probably used before.

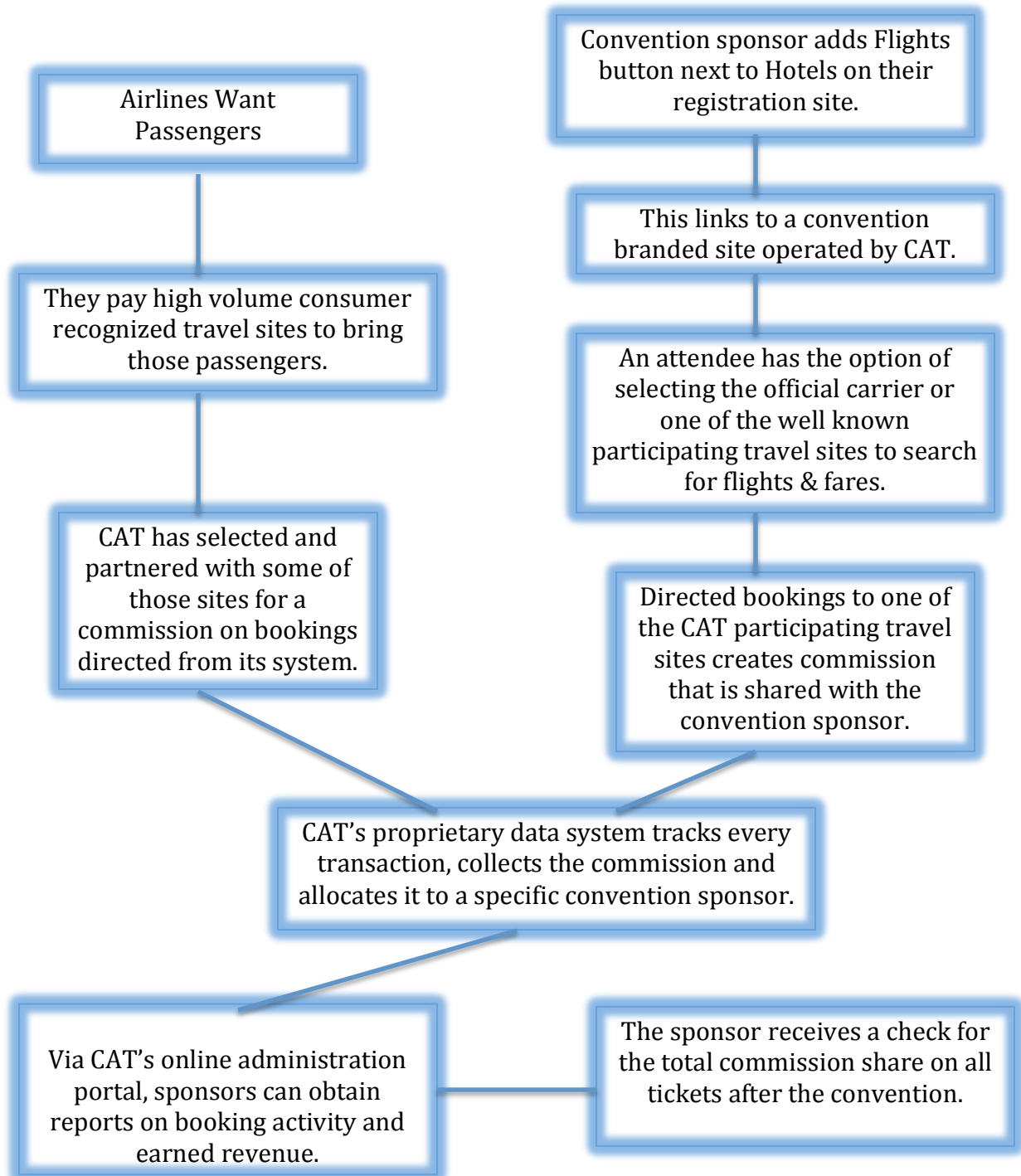
The convention sponsor incurs no cost or administration responsibilities.

An official carrier program is unaffected and can still be promoted as a booking option.

Complete transparency is inherent as the attendee knows their ticket benefits the work of the organization and is welcome to compare fares anywhere to ensure they're incurring no additional cost.



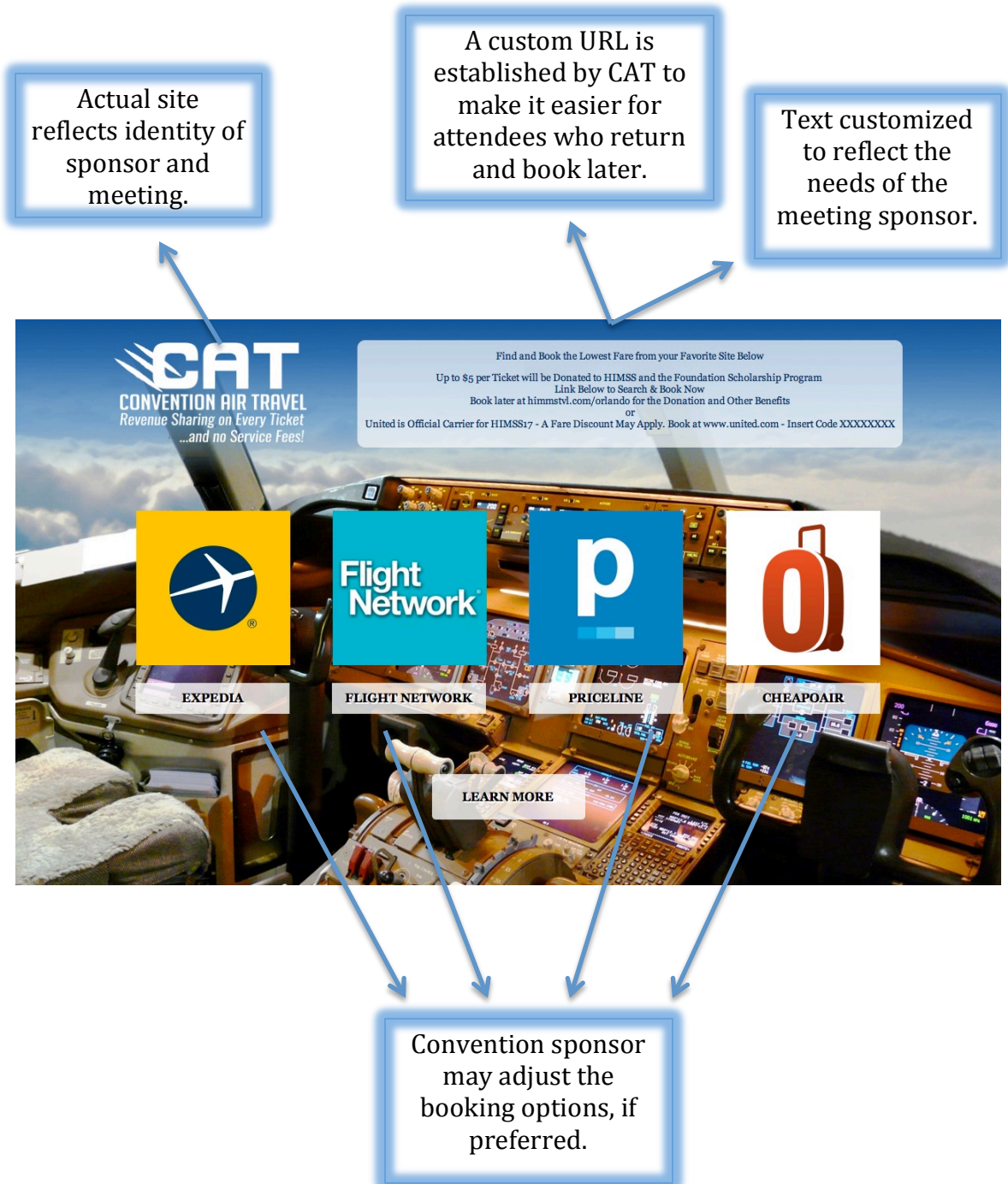
The CAT Business Model



CAT

CONVENTION AIR TRAVEL
Revenue Sharing on Every Ticket
...and no Service Fees!

It Starts Here – The booking link site attendees reach by clicking the **FLIGHTS** box on your Registration Page.





Potential Earnings

Projecting potential earnings by offering CAT is dependent on four variables.

Convention Attendance

Percentage of Attendees Using the CAT Site Link

Commission Amount Per Ticket

Revenue Sharing Percentage

1. Convention Attendance

The easy one – the number of attendees likely to fly to the meeting and self-pay for their airline ticket.

2. Percentage of Attendees Who Will Use CAT

We recognize that not everyone will use the CAT site link. For our internal operations and financial planning, we use a 20%-30% utilization rate depending on the nature of the group.

3. Commission Amount Per Ticket

Per the terms of the agreements, commission rates vary depending on our agreement with each participating travel site. They range from a low of \$3 per ticket to a high of \$11 per ticket.

4. Revenue Sharing Percentage

The following scale establishes the commission amount shared with the meeting sponsor.



Tickets Purchased	Percentage of Commission Paid
1 to 500	25%
501 to 5,000	50%
5,001 or more	75%

The total number of tickets purchased by the end of the convention will determine the applicable commission sharing percentage paid, per the above. That percentage will then apply to all tickets purchased.

Final transaction reporting, accounting summary and payment, via business check, will be provided to the convention sponsor within 60 days of the convention's closing date. Interim reports can be generated from our online Travel Manager's Portal.



Estimated Earnings Calculator

We've made some general assumptions below to provide an estimate of earnings by a convention sponsor based on three scenarios.

Attendance	12,000	22,000	35,000
Attendee % Purchasing Airline Tickets via CAT	20%	25%	18%
Number of Tickets Purchased via CAT	2,400	5,500	6,300
Average Commission Earnings Per Ticket	\$6	\$7	\$5
Total Earned Commission	\$14,400	\$38,500	\$31,500
Commission % Shared with Convention Sponsor	50%	75%	75%
Revenue Received by Convention Sponsor	\$7,200	\$28,875	\$23,625

Also, we'll be happy to create traveler incentives such as free ticket drawings or travel certificate giveaways, promoted on the CAT booking link site, to increase utilization!



Questions

We've spent the past two years creating CAT in a way to be almost universally applicable to a wide diversity of conventions and large meetings. As part of that work we've also tried to anticipate questions that might come up –

I don't want travelers dissatisfaction with their airline ticket or flight directed at us.

We purposely created the CAT model with total transparency, to include well recognized and familiar booking options that the attendee might likely use themselves if CAT weren't offered. If they choose to use the program's link to benefit the mission of the organization, their transaction is then with the travel site they chose. Since there is no involvement by the convention sponsor to direct that choice, there is also no involvement in the flight details. This would not be the case if the traveler were asked to use a specific unfamiliar travel site to obtain the program benefits.

How can we prevent travelers using CAT from booking a hotel on a participating travel site outside of our room block for the meeting?

The CAT system deep links straight to the air search page of each participating travel site. However, once in the travel site, the user is not prevented from looking at other types of travel. It's of course not uncommon for travelers to compare hotel availability and rates between the



meeting block and the open market today, prior to CAT. As that behavior typically has little impact on the hotel block space program, based on its special pricing and secured room inventory, that should continue to be the case when including CAT as an air travel option. As an additional safeguard, CAT will apply the same commission-sharing program in place for airline tickets to other travel categories surrounding the dates of the meeting. Therefore, the convention sponsor's revenue is protected in the rare circumstance that this might occur.

Can a portion of the commission shared with the convention sponsor be converted instead to a fare discount for the traveler?

NO – The airline itself is the only one able to discount a fare. As with many products, commissions to a distributor such as one of the participating travel sites or CAT is included in the fare. We're happy though to work with you to establish incentives for the traveler to use the CAT booking site. These might include a free tickets or free travel certificates drawing/giveaway at or after the meeting.

The participating travel sites don't offer Southwest Airlines flights. What if people want to book Southwest?

At this time, Southwest airlines is not available as part of the CAT program. We're exploring options to include Southwest in the future but can't confirm when or if it will occur.



**Have other questions or would like additional
information?**

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