

A photograph of a restaurant interior. In the foreground, several round tables are set with white tablecloths, glassware, and plates. The chairs are dark with light-colored seats. In the background, a large mural depicts a resort scene with a swimming pool, lounge chairs, and tall cypress trees. A decorative light fixture with a grid pattern and small lights hangs from the ceiling. The overall lighting is warm and dim.

EXECUTIVE SUMMARY



## F I V E - S T A R

### Executive Summary Overview

- Five-Star proposes a five (5) year term agreement commencing on a date to be determined.
- Five-Star will provide the Surf and Sand Resort with thirty-fifty percent (35%) commission on audiovisual revenues derived from equipment rentals, sub-rentals, damage waivers, sales items, contracted labor, electrical, and all other products and services, including rigging services which will be calculated at adjusted gross revenue to accommodate licensed riggers and corresponding certificates of insurance. Further more, Five-Star will provide the hotel with seventy percent (70%) commission on internet services.
- Five-Star will provide the Hotel with a \$30,000 Signing Bonus to be paid upon commencement. In the event this agreement is terminated for any reason prior to the term end date, Five-Star is entitled to a pro-rated return of the Signing Bonus.
- Five-Star will provide Surf and Sand Resort with new state-of-the-art audiovisual equipment, carefully selected to handle daily meeting requirements, as well as the more complex requirements of large corporate clients. Five-Star will also provide all products and services relative to the Five-Star Experiential Method™, which will increase the ROI of group meetings. Additionally, Five-Star will conduct an annual review of the Five-Star equipment and will provide a replenishment plan for purchasing new equipment as necessary. Equipment and personnel provided on-site will be commensurate with the ability to provide and manage multiple programs, at multiple venues, at one time.
- Five-Star will provide appropriate staff, including a Director of Event Production and appropriate Event Technician staff to meet the demands of day to day business. The Hotel may conduct final interviews of the Five-Star candidates, and authorize the team members for hire. All personnel at all times will dress and act in a manner that is consistent with Hotel standards. The Five-Star staff will take a leadership role in meetings and events, and professionally and closely work with Hotel Staff to secure and conduct business. The Director will participate in all site visits and work together in perfect harmony with the Hotel sales staff.
- Five-Star will provide all photography and create digital 3D renderings of event space to allow for virtual site visits to showcase the Hotel and assist with pre-sale activities and increasing group business. This capability will be based on the Oculus Virtual Reality platform and renderings will be provided encompassing meetings, social gatherings and weddings.
- Five-Star Visual Sales Solutions: Our exclusive 2D, 3D, 360° Panorama and Virtual Reality renderings compress the sales cycle with event visualization and drive maximized commissionable revenues to your Hotel.
- For guest safety and facility protection, Five-Star is seeking exclusive rigging rights, as well as an exclusive arrangement with the right of first refusal to perform all audiovisual related services. We recognize there will be times when National Agreements may exist with clients and we simply ask for the right to negotiate directly. If the Hotel deems it appropriate that we yield to an outside vendor or company, we ask for consultation prior to waiving this clause. Five-Star agrees to establish ongoing operational reviews with Hotel staff associates.

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- Five-Star will provide customized equipment accessories, including Five-Star's patented custom carts, screen columns, cable sleeves, custom fabrics and drapery, as well as our proprietary Future View™ screen for use in the meeting space to enhance the overall aesthetics of meeting rooms and audiovisual sets.
- dinCloud Hosted Virtual Desktop Services: In Support of meetings and events of all sizes, Five-Star offers dinCloud Hosted Virtual Desktop Services to its list of sales differentiators at the Hotel. dinCloud allows users to access their entire digital workspace from any device (desktop, laptop, tablet, or mobile phone). The hosted virtual desktop connects users to their applications and data, which are hosted out of a secure virtual private data center infrastructure from Windows, Apple, iOS, Chrome, Linux and Android operating systems at any time.
- Five-Star DMC Solutions (Destination Management Services) – Exclusive Five-Star DMC Solutions can handle every possible event need from registration for activities to purchasing non-hosted events. Our services are convenient and revenue-generating for each participating hotel location thanks to our interactive Five-Star DMC web portal where customers and meeting planners can shop, schedule and create their own instant event and activity agendas. Full financial analytics and reporting are available with this service.
- Five-Star Navion™ Meeting App: Available at no charge to customers that use Five-Star exclusively with events of any size, Navion™ drives maximized attendee engagement and participation.
- Five-Star Event Recall System™ (ERS™): Our exclusive subscription-based event recording system reinforces the importance of key messaging after the conclusion of customer events for maximized return on investment and retention of information.
- Five-Star's Integrated Solutions division will act as a consultant for recommendations for installed technology and infrastructure.
- The Hotel may wish to utilize Five-Star's Integrated Solutions division to perform additional technology enhancements and meeting room infrastructure within the Hotel. Our extensive dealership network allows us to pass along savings for the purchase of installed equipment.
- Five-Star is flexible in placement of office and storage, however locations near function space allows for fastest service delivery times and improved customer experience.
- Five-Star is covered to meet or exceed all the required insurance and will provide proof of said coverage prior to commencement of services.
- Five-Star will provide wireless connectivity presentation solutions that minimize or remove the need for cables and gaffers tape associated with taping cables to carpeting.

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- Five-Star will work closely with the Hotel's marketing department to co-market the Experiential™ aspects and university studies that support increased learning and retention of group meetings.
- Five-Star will concentrate heavily on social business with new and innovative products and services. Products are to be approved by the Hotel and will be carried in Five-Star's inventory.
- Five-Star will guarantee that our sales efforts are always a minimum of nine months ahead and that pro-active calls are made regarding all information garnered from the Hotel booking software.
- We agree to provide complimentary services from available Five-Star inventory for in-house non-revenue producing meetings and events. This includes client appreciation functions, client site visits, service award, employee recognition events, and Hotel meetings requiring audiovisual services. For Hotel-sponsored, revenue generating special events, in-house audiovisual equipment shall be provided to the property at mutually agreed upon rates negotiated on an event by event basis. Specially ordered equipment will be charged to Hotel at Five-Star's cost, and audiovisual labor will be charged at a fair labor rate to be determined on an event by event basis. Five-Star will provide and support all rigging services, power installation and distribution, design and installation services and conduct routine maintenance for house sound and installed equipment.
- Five-Star will provide effective billing and administration, including monthly reconciling, and all requested Certificates of Insurance with specified coverage.
- With the assistance of the Hotel marketing guidelines, Five-Star agrees to produce all collateral materials needed to properly promote Five-Star's services to clients and guests of the Hotel.
- Five-Star is committed to a sustainable audiovisual platform, which results in the reduction of greenhouse gases and reduces energy consumption.

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