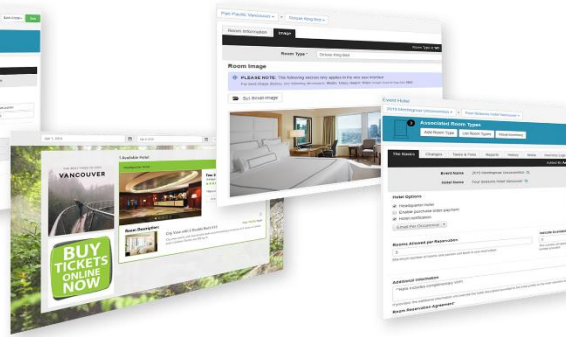


meetingmax

Licensed Software Features



Overview



Meetingmax's Room Block Management software offers a sophisticated, yet simplified hotel reservation system tailored to the event/meeting industry. Web-based access allows event planners to keep tabs on every aspect of their event with real-time data assisted by comprehensive and customizable reporting.

The system facilitates housing management of all event types and sizes, including single property or multi-property events. Meetingmax also offers integration with various registrations systems and CRM's, as well as customizable messaging and branding for all events.

The software provides event attendees with a consistent reservation process, decreasing confusion and frustration. Attendees can make changes and special requests without ever having to contact the hotel.

Product



- ✓ Tiered access by user - Master Control Panel (MCP)
 - Hotel Control Panel (HCP)
 - Planner Control Panel (PCP)
- ✓ Real-time revenue tracking
- ✓ Revenue capture, tracking, and reporting
- ✓ Highly available Amazon Web Services
- ✓ Using the high-performance Amazon Aurora database with redundant master/read-replica setup
- ✓ Responsive guest experience that can be easily used on any sized device
- ✓ Backend supported by a battle-hardened enterprise-grade framework that is highly customizable to bring on new features quickly and easily
- ✓ Instant access to new features and upgrades for free

Event Housing Management



- ✓ Manage unlimited multiple events online
- ✓ Customizable event replication to easily copy features for time saving (aka event cloning)
- ✓ Advanced sub-block features with the ability to block off rooms for attendees based on negotiated rates for VIP's and complimentary room management
- ✓ Sub-block management with changeable inventories per night within the same sub-block
- ✓ Reservation tag feature
- ✓ Bulk changes
- ✓ Easy survey linking for pre and post show attendee surveys
- ✓ Ability to manage single property or multi-property inventory
- ✓ Unlimited number of hotels per event and an unlimited number of room types per hotel
- ✓ Ability to track multiple bookings per guest or group
- ✓ Historical log of all activity in individual reservations
- ✓ Special request tracking
- ✓ Customizable reservation confirmations specific to hotel
- ✓ Reservation email confirmation
- ✓ Duplicate reservation checker
- ✓ Ability to calculate and show distances (can also be manually overridden)

Event Housing Management...continued

mmx

- ✓ Efficient change request process flow
- ✓ Event change history tracking
- ✓ Sub-block change history tracking
- ✓ Ability to stop all change requests with customizable messaging to guest
- ✓ Flexible room rate management
- ✓ Varied room rates can be applied to a reservation that has varying room types and rates night of the week (helpful for sporting events)
- ✓ Customizable rate display option
- ✓ Detailed price point breakdown of rooms rates with the ability to customize room rate settings and default settings
- ✓ Customizable database of hotels for use in different events (also available on event cloning level)

Marketing Customization

mmx

- ✓ Branding and customization for individual events including email branding
- ✓ Ability to place branding and marketing collateral for sponsors
- ✓ Customizable branding on sub-block level including email headers and footers
- ✓ Ability to embed code to provide additional functionality to your events such as links, videos, buttons, and email sign-up forms etc.
- ✓ Customizable email templates to match organization or event branding
- ✓ Email tracking (delivery, opens, bounces)
- ✓ Able to set up email triggers dates and times - change reports
- ✓ Customizable hotel rate display
- ✓ Easy placement of sponsor branding

Report Management

mmx

- ✓ Easy access to event summary page with detailed information
- ✓ Ability to pin favorite reports
- ✓ Scheduled reporting functionality – daily, weekly, monthly
- ✓ Detailed change request reporting
- ✓ Detailed rooming list reports
- ✓ In-depth hotel pick-up reports in real time
- ✓ Weekly pace reports
- ✓ Sub-block billing reports
- ✓ Payment reconciliation reports for tracking commissions and rebates
- ✓ Economic Impact tracking
- ✓ Quick reservation summary - hover tool over reservation ID's with complete reservation information
- ✓ Customized report creation
- ✓ Hotel pick-up by day

System Integration

mmx

- ✓ Full integration available with event registration systems and CRM's
- ✓ Seamless integration with 3rd parties (Google Analytics, Google Maps etc.)

Ridiculously Remarkable Client Support

mmx

- ✓ Dedicated Client Success Manager
- ✓ Extensive onboarding training process with support
- ✓ Online, interactive Training and Certification Program
- ✓ 24hour access to a dynamic and informative Knowledge Base (includes newly released features and upgrades)
- ✓ Phone call and email support
- ✓ Pre- event launch consultation