



FOR IMMEDIATE RELEASE

May 8, 2007

Event Marketing Institute Secures Agreement with HotelBlox

Strategic Alliance brings EMI Members discounted hotel rooms for their events

NORWALK, CT – The Event Marketing Institute announced today a strategic alliance with HotelBlox, a leading provider of bulk hotel rooms around the world. The EMI/HotelBlox alliance will provide EMI members with access to discounted group hotel rooms in the U.S. and abroad.

HotelBlox provides a diversified package of services to facilitate the hotel procurement process, including RFP development, property and destination search, site inspections, rate and contract negotiations, online reservations, and program management.

HotelBlox is led by Managing Director Lephate Cunningham, Jr., former Executive Vice President of David Green Organization (DGO), a premier meeting site selection firm and Principal John William Mims, former Senior Vice President of Worldwide Sales for Starwood Hotels and Resorts.

Under the terms of the alliance, EMI members will be able to utilize HotelBlox resources and inventory via their EMI membership codes to source and book group hotel rooms in the U.S. and overseas.

“Nearly every event marketer needs bulk hotel rooms in connection with their events,” noted Event Marketing Institute President & Executive Director, Kerry Smith. “Our arrangement with HotelBlox will provide a way for our members to save money and time when sourcing rooms for their events.” Smith noted that the service is appropriate for small or large groups. “Whether your needs are for a dozen rooms for your road crews in cities and towns across the country, or citywide events that require hundreds or thousands of room nights, HotelBlox has relationships and inventory that can secure

More...

Page 2-2-2

rooms at rates that are below what many companies could negotiate on their own. That's the kind of benefit that we believe our members will find valuable."

"We're extremely excited about our new partnership with EMI," commented Cunningham. "The event marketing industry is a dynamic market arena and we are honored to have this opportunity. We have a vast network of hotel partners around the globe which enables us to deliver not only favorable pricing but also diversity in hotel type, from limited service to 5-star luxury. We look forward to making all our services and experience available to EMI members."

The Event Marketing Institute is the first and only professional organization focused exclusively on events from the business marketing perspective. EMI cuts across the many silos of events – trade shows, sponsorships, meetings, proprietary events, consumer events, and road shows. The mission of EMI is to provide key executives, event managers, agency executives and marketing professionals in organizations big and small with the newest ideas, cutting-edge resources, best practices, research, training, and members-only benefits.

The Event Marketing Institute will make its formal debut during the Experiential Marketing Summit, May 14-16 at the Hyatt McCormick Place in Chicago (information at www.eventmarketer.com/summit)

Media Contacts:

Kerry Smith
President/Executive Director, EMI
203-854-6730 x1111
ksmith@eventmarketinginstitute.org