

## Knowland Group, Inc.

### TOP 10 GROUP EVENTS: North America, Toronto, Detroit Nov 1, 2007 – Nov 30, 2007

#### *Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees*

#### Square Footage Meeting Space Occupied: North America

	Event Name	Property	Total Sq. Ft Occupied
1	ACSI Annual Convention	Hyatt Regency Downtown	697,350
2	AIMS 2007	Baltimore Convention Center	680,934
3	ACBL Local Committee Events	Marriott San Francisco	522,600
4	2007 Adequan / USDF Annual Convention	Disney's Coronado Springs Resort at Walt Disney	496,515
5	Blackbaud's 8th Annual Conference on Philanthropy	Embassy Suites Hotel Airport-Convention Center North	468,666
6	NHF National Conference	6 Marriott Orlando World Center Resort & Convention	464,182
7	ISTSS 23rd Annual Meeting	Marriott Baltimore Waterfront Hotel	462,030
8	Association of Water Technologies	The Broadmoor	442,402
9	Weinreb Bar Mitzvah	Gaylord Texan Resort & Convention Center	432,395
10	Association of American Medical Colleges 2007 Annual	Marriott Wardman Park Hotel	374,177

#### Square Footage Catered: North America

	Event Name	Property	Total Sq. Ft Catered
1	Weinreb Bar Mitzvah	Gaylord Texan Resort & Convention Center	211,680
2	Association of American Medical Colleges 2007 Annual	Marriott Wardman Park Hotel	203,579
3	Association of Water Technologies	The Broadmoor	162,544
4	Latin American United Pentecostal Church	Sheraton Miami Mart Hotel	145,920
5	Kansas Grain and Feed Dealers	Association Sheraton Overland Park Hotel	124,342
6	DoD Maintenance Symposium & Exhibition 2007	Rosen Shingle Creek	117,516
7	2007 ANS/ENS International Meeting & Nuclear Technology	Omni Shoreham Hotel	105,284
8	Agency Marketing Group	Hilton Anatole	104,300
9	National Society Of Black Engineers - Region One	Best Western Royal Plaza Hotel & Trade Center	100,322
10	John Ascuaga's Dinner	John Ascuaga's Nugget Resort Hotel & Casino	99,600

#### Estimated Number of Attendees: North America

	Event Name	Property	Attendees
1	NALMS International Symposium 2007	Disney's Coronado Springs Resort at Walt Disney	18,073
2	Adaptive Exchange	Baltimore Convention Center	14,986
3	2007 Apostolic Assembly of the Faith in Christ J	Gaylord Texan Resort & Convention Center	8,397
4	Paisano's	Gaylord Opryland Resort & Convention Center Nashville	6,081
5	Association of American Medical Colleges 2007 Annual	Marriott Wardman Park Hotel	5,710
6	Society For Free Radical Biology and Medicine	Renaissance Washington DC	5,227
7	APTA-Private Practice Section	Manchester Grand Hyatt San Diego	4,896
8	Heritage Galleries	Hilton Anatole	4,554
9	KPMG 2007 Americas Partners' Meeting	Marriott Orlando World Center Resort & Convent	4,429
10	Curves 2007	Rosen Shingle Creek	4,062

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### SELECTED MARKET: Toronto, Canada

#### Square Footage Meeting Space Occupied: Toronto, Canada

	Event Name	Property	Total Sq. Ft Occupied
1	Relay Leadership Summit	Delta Meadowvale Resort & Conference Centre	61,194
2	Staples	Sheraton Parkway Toronto North	59,526
3	Therapeutic Touch Network Annual Vision Reality	Renaissance Toronto Airport	36,923
4	Intelligent Buildings	Doubletree International Plaza Hotel Toronto	18,514
5	King-O-Matic	Stage West All-Suite Hotel & Theatre Restaurant	18,000
6	Gordon Food Service AGM	Hilton Suites Toronto/Markham Conference Centre	15,490
7	OPSEU-EC Meeting	Delta Toronto Airport West	13,581
8	Rogers Cable	Westin Prince Toronto	13,065
9	TD Waterhouse	Delta Toronto East	12,344
10	Nutri Net Canada Food Health Claims Symposium	10 Holiday Inn Select Toronto Airport	10,83

#### Square Footage Catered: Toronto, Canada

	Event Name	Property	Total Sq. Ft Catered
1	Staples	Sheraton Parkway Toronto North	30,090
2	Relay Leadership Summit	Delta Meadowvale Resort & Conference Centre	18,144
3	Vishnu Mandir	Doubletree International Plaza Hotel Toronto	14,850
4	Horizons 2015	Renaissance Toronto Airport	14,340
5	Gordon Food Service AGM	Hilton Suites Toronto/Markham Conference Centre	14,040
6	Ontario Robbery Investigators Conference	Stage West All-Suite Hotel & Theatre Restaurant	13,061
7	Ohassta Annual Conference	Holiday Inn Select Toronto Airport	7,728
8	Prologix Holiday Party	Delta Toronto East	6,872
9	Canadian Academy of Facial Plastic Surgery	Hilton Toronto Airport	4,800
10	Atrium Group	Delta Toronto Airport West	4,349

#### Estimated Number of Attendees: Toronto, Canada

	Event Name	Property	Attendees
1	Intelligent Buildings	Doubletree International Plaza Hotel Toronto	813
2	Staples	Sheraton Parkway Toronto North	750
3	Relay Leadership Summit	Delta Meadowvale Resort & Conference Centre	544
4	Horizons 2015	Renaissance Toronto Airport	428
5	Gordon Food Service AGM	Hilton Suites Toronto/Markham Conference Centre	350
6	Nutri Net Canada Food Health Claims Symposium	10 Holiday Inn Select Toronto Airport	270
7	TD Waterhouse	Delta Toronto East	234
8	King-O-Matic	Stage West All-Suite Hotel & Theatre Restaurant	224
9	War Arms of Canada	Westin Prince Toronto	185
10	Canadian Union of Postal Workers	Marriott Courtyard Downtown Toronto	185

## TOP 10 GROUP EVENTS: North America, Toronto, Detroit

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### SELECTED MARKET: Detroit, MI

#### Square Footage Meeting Space Occupied: Detroit, MI

	Event Name	Property	Sq. Ft Occupied
1	Pfizer Pharmaceuticals	Hyatt Regency Dearborn	71,880
2	Carhartt Annual Sales	Meeting The Dearborn Inn - A Marriott Hotel	66,052
3	BHAT WEDDING	Hilton Northfield in Troy	64,488
4	Batterer Intervention Services Coalition of MI (BISC - MI)	Marriott Detroit Pontiac at Centerpoint	44,590
5	North American Provinces Convocation (NAP)	Felician Sheraton Detroit Novi	40,349
6	Rodan & Fields	Westin Detroit Metropolitan Airport	26,928
7	Fidelity Investments	Ritz Carlton Dearborn	24,903
8	12th Annual EDNA Gates Conference On	Dementia Marriott Troy Detroit	20,548
9	BCBSM / BCN Medicare Advantage Ford Retiree Product	DoubleTree Dearborn (formerly Holiday Inn Fairlane)	18,792
10	UNITED STATES NAVY	Crowne Plaza Novi (Formerly Doubletree Novi)	18,060

#### Square Footage Catered: Detroit, MI

	Event Name	Property	Sq. Ft Catered
1	BHAT WEDDING	Hilton Northfield in Troy	48,312
2	Carhartt Annual Sales Meeting	The Dearborn Inn - A Marriott Hotel	21,336
3	Anthony Wayne Society	Ritz Carlton Dearborn	19,164
4	North American Provinces Convocation (NAP) Felician	Sheraton Detroit Novi	18,245
5	Original Equipment Association	Hyatt Regency Dearborn	17,700
6	True Love Baptist Church - 65th Anniversary	6 DoubleTree Dearborn (formerly Holiday Inn Fairlane)	14,318
7	Rodan & Fields	Westin Detroit Metropolitan Airport	11,808
8	Lions Club of Michigan	Marriott Detroit Pontiac at Centerpoint	9,830
9	MICHIGAN HUNTER JUMPER ASSOCIATION	Crowne Plaza Novi (Formerly Doubletree Novi)	8,086
10	USMC	Crowne Plaza Detroit	7,144

#### Estimated Number of Attendees: Detroit, MI

	Event Name	Property	Attendees
1	Pfizer Pharmaceuticals	Hyatt Regency Dearborn	1,062
2	12th Annual EDNA Gates Conference On	Dementia Marriott Troy Detroit	912
3	BAHT WEDDING	Hilton Northfield in Troy	892
4	Anthony Wayne Society	Ritz Carlton Dearborn	721
5	Women Of Achievement Awards Luncheon	The Dearborn Inn – A Marriott Hotel	453
6	True Love Baptist Church - 65th Anniversary	6 DoubleTree Dearborn (formerly Holiday Inn Fairlane)	375
7	American Skandia/Prudential Financial	Sheraton Detroit Novi	364
8	Bernhard/Kennedy Wedding	The Inn at St. John's	282
9	Beaumont Hospital	Marriott Detroit Pontiac at Centerpoint	280
10	UNITED STATES NAVY	Crowne Plaza Novi (Formerly Doubletree Novi)	278

Data derived from reader board reports covering hotels in 59 metropolitan areas across 39 states and provinces.

The Knowland Group™ provides detailed reports on events within a client's competitive set of hotels to over 400 hotels across the United States and Canada.

Details include: meeting planner contact information, previous event and size details on all groups surveyed, detailed overview of group's experiences including any complaints or issues, actual size of event (number of room nights actualized), date of group's next event, property selection decision date(s) and/or process(s) (including RFP details if relevant), size of next event, existence of any relationships (contractual and/or personal) with incumbent and/or other hotel(s) and any additional information requested by client.

For more details on expanding your group sales revenue – contact the Knowland Group™ today online: [www.KnowlandGroup.com](http://www.KnowlandGroup.com) or by phone: 202.842.9244

\*Data are derived from the Knowland Group's™ READERS™ - hotel reader board service. Hotels surveyed are determined by request from Knowland Group™ clients. Data do not represent a scientific study. Estimated number of attendees is based on size of meeting rooms occupied and, where possible to determine, configuration of rooms and does not necessarily correspond to room nights actualized. Data on catered events are determined by function descriptions. Single instance events, such as weddings, although included in client reports, or omitted here. Certain oversized properties, including conference and convention centers, although included in client reports if requested, are omitted here.