

Newmarket International and Cvent Partner to Enable Powerful Connection Between Meeting Planners and Hospitality Venues

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Newmarket's MeetingBrokerSM and Cvent's Supplier Network integrate to enable intelligent and efficient electronic request for proposal (eRFP) process

Newmarket International, Inc., the leader in sales and catering software solutions for the hospitality industry, and Cvent Inc., the leading provider of on-demand communication software for event management and web surveys, announced their partnership today. The partnership will enable a seamless and direct connection between meeting buyers, including Fortune 500 corporations, associations and educational organizations and event suppliers. The integration between Cvent's Supplier Network and Newmarket's MeetingBrokerSM solution makes sourcing group and meeting business online easy for both meeting planners and suppliers.

MeetingBroker, an innovative web-based lead management solution is now integrated with the Cvent Supplier Network, a revolutionary site selection and request for proposal (RFP) tool designed for meeting and event planners. Featuring over 50,000 venues, the Cvent Supplier Network helps planners compare hotels, conference centers, restaurants and other unique event venues online. Members of the Cvent Supplier Network have their venue and services promoted to over 150,000 meeting and event planners. RFPs sent through the Cvent Supplier Network are immediately distributed to MeetingBroker-enabled venues electronically. The eRFP functionality allows suppliers to receive qualified leads by ranking to help them quickly evaluate the business opportunity for their venue or property. Suppliers can then quickly respond to the opportunity using MeetingBroker and engage in a two-way communication with the prospect.

'For venues looking to strengthen their existing meeting planner relationships and also grow their groups and meetings business, the integration between Newmarket and Cvent is the answer,' said Marty Denning, Business Development Director at Newmarket International, Inc. 'By combining Cvent's extensive member base of over 10,000 planners with our strong customer base of hospitality venues, we are offering a powerful solution for the market and giving our customers an edge over the competition.'

The integrated solution will help to increase conversion rates, reduce response time and ultimately generate more value for both the demand and supply-side. Event suppliers will also benefit from MeetingBroker's assignment and escalation rules, reports and integration with Delphi(R), Newmarket's leading sales and catering software. Planners will receive quick and accurate responses to their RFPs, ongoing RFP status updates and the advantage of a direct communication link to suppliers. The Cvent Supplier Network with eRFP functionality is a complimentary offering for planners and is available at www.cvent.com.

'Cvent's MeetingBroker integration will allow planners to get a fast and accurate response from venues and meeting suppliers,' said Chuck Ghoorah, Executive Vice President of Sales and Marketing for Cvent. 'By allowing planners to send their RFP directly to the sales force automation systems used by sales staff at hotels this service streamlines the meeting planning process for all parties involved.'

About Cvent

Cvent offers web based software that allows organizations to conduct meeting site selection, online event registration, event management, event web site creation and online surveys. Cvent helps over 10,000 event and marketing professionals plan over 100,000 events, surveys, and marketing campaigns per year. Cvent's users have sent over 175 million email invitations, have processed \$750 million in online payments, and have managed over 6 million registrations and responses using Cvent's software. For more information on Cvent's web based software, please visit www.cvent.com.

About Newmarket International

Newmarket International, Inc. (www.newmarketinc.com) is the leader in delivering sales, group catering and event software solutions to the global hospitality and entertainment industries. Newmarket International's suite of business solutions can be found in hotels, casinos, restaurants, visitor bureaus, stadiums, meeting arenas and convention centers throughout the world. Newmarket International has over 70,000 users worldwide, with over 10,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with international offices in Cologne (Germany), London, Shanghai, Singapore and Sydney.

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