

## Newmarket International Partners with LateMeetings.com

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LateMeetings.com joins Newmarket's MeetingBroker Channel Partner Network

Newmarket International, Inc., the leader in sales and catering solutions for the hospitality industry, today announced that it certified LateMeetings.com, the meetings industry search engine for online search, availability and booking of meeting space, as its newest MeetingBrokerSM channel partner. The partnership enables booking requests from meeting planners using LateMeetings.com to be distributed directly to those venues with Newmarket's MeetingBrokerSM solution. MeetingBroker, an innovative web-based lead management solution, automates lead distribution, response and management for buyers and suppliers, allowing suppliers to respond faster to leads and win more business.

UK based LateMeetings.com is the most comprehensive online service for booking meeting rooms. This includes private and corporate conference venues, hotels with meeting rooms, venues for non-residential and residential meetings, conferences and other hospitality events. The site has over 4500 venues listed and over 1500 in full membership. The LateMeetings.com channel, accessible via the MeetingBroker platform, gives hoteliers direct access to customers planning events and meetings with a three month lead time or shorter. When an RFP is sent from LateMeetings.com, the business opportunity is immediately distributed to those MeetingBroker-enabled venues electronically. The integration allows suppliers to respond quickly to RFPs, helping to ensure opportunities are won, which increases revenues and profitability and lowers costs.

'Integration with MeetingBroker is great news for LateMeetings.com venue partners and customers because the rapid turnaround of information allows enquiries to become firm bookings very quickly. For meeting and event planners it provides a more efficient service, quicker access to availability and importantly, prices. Venues with integrated membership of LateMeetings.com and its other 'white-label' partner sites will gain a major advantage from the growth in demand for last minute meeting space. This is a win for all concerned,' comments LateMeetings.com managing director John Gallery.

'LateMeetings.com is a great addition to our portfolio of channels we offer through our MeetingBroker platform,' said Dan Hiza, Vice President Business Development at Newmarket International, Inc. 'By providing our customers with more direct access to prospects and increasing the awareness of their venue through marketing on sites such as LateMeetings.com, we are offering true value to both meeting planners and hotels.'

### **About LateMeetings.com**

UK based LateMeetings.com is the most comprehensive online service for booking meeting rooms, private and corporate conference venues, hotels with meeting rooms, venues for non-residential and residential meetings, conferences and other hospitality events. The site has approximately 4500 venues listed and over 1500 in full membership. Meeting planners who use LateMeetings.com can book meetings more efficiently and effectively because of the robust inventory, including location and availability, that is available. Additionally, LateMeetings.com contributes to Climate Care for every online booking to offset the emissions generated by the meetings booked using its service.

### **About Newmarket International**

Newmarket International, Inc. ([www.newmarketinc.com](http://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 12,000 installations in over 110 countries. Newmarket International is headquartered in Portsmouth, New Hampshire, with primary international offices in London, Shanghai and Singapore.

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