

**Knowland Group Inc**

**TOP 10 GROUP EVENTS :Aug 01,2008 - Sep 30,2008**

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

**Square Footage Meeting Space Occupied**

	<b>EventName</b>	<b>Property</b>	<b>Total Sq.Ft Occupied</b>
1	Product Premiere Washington D.C.	Gaylord National Resort and Convention Center	1,489,433
2	Florida Chiropractic Association - 2008 National	Gaylord Palms Resort & Convention Center	1,078,141
3	World's Fair of Money: American Numismatic Association	Baltimore Convention Center	734,988
4	The Masters Circle 2008 East Coast national Seminar	Marriott Wardman Park Hotel	609,441
5	BeautiControl Celebration 2008	Gaylord Texan Resort & Convention Center	567,114
6	KPMG LLP Advisory University	Ritz Carlton Grande Lakes Orlando	566,922
7	E & Y 2008 International Intern Conference	Disney's Coronado Springs Resort at Walt Disn	467,888
8	PenteCostal Assemblies of The World Annual Convention	Hilton Anatole	390,178
9	Primetime! By Nationwide	Mandalay Bay Resort & Casino	372,244
10	Junior National Young Leaders	Hilton Washington Dulles	368,718

**Square Footage Catered**

	<b>EventName</b>	<b>Property</b>	<b>Total Sq.Ft Catered</b>
1	2008 Misys Healthcare Conference & Expo	Gaylord National Resort and Convention Center	366,940
2	Florida Chiropractic Association - 2008 National	Gaylord Palms Resort & Convention Center	241,399
3	GYLC/Global Young Leaders Conference 8	Sheraton National Hotel	218,442
4	E & Y 2008 International Intern Conference	Disney's Coronado Springs Resort at Walt Disn	201,342
5	Junior National Young Leaders	Hilton Washington Dulles	176,788
6	Excel Garden Products Incorporated Expo	Hilton Anatole	151,800
7	Alpfa 2008 Annual Convention	JW Marriott Desert Ridge Resort & Spa	104,356
8	Game Crazy NSC 2008	Mandalay Bay Resort & Casino	102,061
9	Associated Grocers of Florida	Sheraton Miami Mart Hotel	98,086
10	2008 Charming Shoppes Field Leadership Conference	Renaissance Schaumburg Hotel & Convention Center	90,364

**Estimated Number of Attendees**

	<b>EventName</b>	<b>Property</b>	<b>Attendees</b>
1	Sun Microsystems Americas Sales Meeting	Gaylord National Resort and Convention Center	13,214
2	Primetime! By Nationwide	Mandalay Bay Resort & Casino	8,945
3	KPMG LLP Advisory University	Ritz Carlton Grande Lakes Orlando	8,592
4	RITE AID	Baltimore Convention Center	7,493
5	Florida Chiropractic Association - 2008 National	Gaylord Palms Resort & Convention Center	7,148
6	BeautiControl Celebration 2008	Gaylord Texan Resort & Convention Center	5,498
7	Avnet New Frontiers 2008	The Broadmoor	5,068
8	Stitches 2008	Renaissance Schaumburg Hotel & Convention Center	4,855
9	Gulf Latin Women's Conference	Hilton Anatole	3,788
10	E & Y 2008 International Intern Conference	Disney's Coronado Springs Resort at Walt Disn	3,257

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**SELECTED MARKET : Dallas TX**

**Square Footage Meeting Space Occupied :Dallas TX**

	<b>EventName</b>	<b>Property</b>	<b>Total Sq.Ft Occupied</b>
1	BeautiControl Celebration 2008	Gaylord Texan Resort & Convention Center	567,114
2	PenteCostal Assemblies of The World Annual Convention	Hilton Anatole	390,178
3	Capella University	Hyatt Regency Downtown	325,482
4	TRI Cluster Professional Development Conference	Sheraton Downtown (frmly. Adams Mark)	112,767
5	The Order of the Eastern Star	InterContinental Addison	100,710
6	Texas Association of Magicians Annual Convention	Renaissance Worthington Hotel	79,849
7	USCF Committee Meeting	Westin Park Central	67,689
8	Push Club of Dallas	Fairmont Dallas	65,219
9	Tucker Rocky Distributing	Embassy Suites Hotel Dallas Frisco	62,634
10	Dallas Bridge Association	Renaissance Dallas Richardson	54,414

**Square Footage Catered :Dallas TX**

	<b>EventName</b>	<b>Property</b>	<b>Total Sq.Ft Catered</b>
1	Excel Garden Products Incorporated Expo	Hilton Anatole	151,800
2	New Horizons Computer Learning Centers	Gaylord Texan Resort & Convention Center	71,760
3	Capella University	Hyatt Regency Downtown	70,950
4	The Order of the Eastern Star	InterContinental Addison	40,549
5	Commitment To Excellence Banquet	Hilton Lakes Dallas Fort Worth	28,800
6	Amedisys Neo & BD 2008 Meetings August	Marriott Dallas Plano at Legacy Center	22,386
7	Hemani Wedding Reception	Westin Dallas Fort Worth Airport	18,541
8	State Bar Of Texas - Advanced Civil Trial	Westin Galleria	15,854
9	Collin College Foundation Scholarship Event	Embassy Suites Hotel Dallas Frisco	14,790
10	90th Division Association	Sheraton Grand DFW	14,740

**Estimated Number of Attendees :Dallas TX**

	<b>EventName</b>	<b>Property</b>	<b>Attendees</b>
1	BeautiControl Celebration 2008	Gaylord Texan Resort & Convention Center	5,498
2	Gulf Latin Women's Conference	Hilton Anatole	3,788
3	Crimes Against Children - 2008	Hyatt Regency Downtown	1,861
4	Push Club of Dallas	Fairmont Dallas	1,179
5	TRI Cluster Professional Development Conference	Sheraton Downtown (frmly. Adams Mark)	1,042
6	Collin College Foundation Scholarship Event	Embassy Suites Hotel Dallas Frisco	887
7	Commitment To Excellence Banquet	Hilton Lakes Dallas Fort Worth	864
8	USCF Committee Meeting	Westin Park Central	804
9	Traders Super Summit - Traders Education Conference	InterContinental Addison	764
10	No Youth Soccer Association Labor Day Tournament 2008	Marriott Dallas Plano at Legacy Center	575

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

**SELECTED MARKET : Tampa/St. Petersburg FL**

**Square Footage Meeting Space Occupied :Tampa/St. Petersburg FL**

	<b>EventName</b>	<b>Property</b>	<b>Total Sq.Ft Occupied</b>
1	World IGBO Congress	Hyatt Regency Downtown	89,425
2	Florida League of Cities 2008 Annual Conference	Marriott Tampa Waterside Hotel & Marina	49,314
3	Humana	Hyatt Grand Tampa	34,505
4	Epri Condenser Technology Seminar 2008	Renaissance Vinoy Resort & Golf Club	27,360
5	The Center For Sales Strategy	Sandpearl Resort	17,314
6	Blaiss Rehearsal Dinner	Hilton St. Petersburg Bayfront	14,442
7	Hilton Reservations Worldwide	Doubletree Hotel Tampa Westshore Airport	14,440
8	Leadership Appreciation Dinner	Biltmore Belleview	13,000
9	The Bromellad Guild of Tampa Bay, Inc	Sheraton Suites Tampa Airport	12,900
10	Clearwater Beach Regional Bridge Tournament	Hilton Clearwater Beach Resort	11,397

**Square Footage Catered :Tampa/St. Petersburg FL**

	<b>EventName</b>	<b>Property</b>	<b>Total Sq.Ft Catered</b>
1	Florida League of Cities 2008 Annual Conference	Marriott Tampa Waterside Hotel & Marina	34,338
2	World IGBO Congress	Hyatt Regency Downtown	24,016
3	Epri Condenser Technology Seminar 2008	Renaissance Vinoy Resort & Golf Club	15,120
4	Blaiss Rehearsal Dinner	Hilton St. Petersburg Bayfront	14,442
5	The Center For Sales Strategy	Sandpearl Resort	13,891
6	Gonzalez Pena Wedding	Westin Tampa Harbour Island	8,504
7	Hilton Reservations Worldwide	Doubletree Hotel Tampa Westshore Airport	8,372
8	Mckeown Whitlow Wedding	Don CeSar Beach Resort A Loews Hotel	6,705
9	Tblams 2008	Sheraton Sand Key Resort	6,432
10	The Bromellad Guild of Tampa Bay, Inc	Sheraton Suites Tampa Airport	6,000

**Estimated Number of Attendees :Tampa/St. Petersburg FL**

	<b>EventName</b>	<b>Property</b>	<b>Attendees</b>
1	Florida League of Cities 2008 Annual Conference	Marriott Tampa Waterside Hotel & Marina	1,029
2	Humana	Hyatt Grand Tampa	601
3	Blaiss Rehearsal Dinner	Hilton St. Petersburg Bayfront	433
4	World IGBO Congress	Hyatt Regency Downtown	363
5	Leadership Appreciation Dinner	Biltmore Belleview	324
6	Pikoulas / Bulter Wedding	Sheraton Sand Key Resort	312
7	Epri Condenser Technology Seminar 2008	Renaissance Vinoy Resort & Golf Club	304
8	Gonzalez Pena Wedding	Westin Tampa Harbour Island	285
9	Clearwater Beach Regional Bridge Tournament	Hilton Clearwater Beach Resort	273
10	Cooper / Lee Wedding	Radisson Hotel & Conference Center St. Petersburg	270

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 700 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: 410.860.2270

\*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.