

Please Complete Your Specifications:

Within one business day, we'll provide you with Counts for Decision Maker Prospects for Every Hotel Project in the Country that meets your specifications, at no charge to you.

1. What Products or Services do you provide?

2. For New Construction Projects: During what stage do you sell your product or service? (Check all that apply)

If the hotel is Currently Under Construction - Number of Months Until Opening:

- Less Than 3 Months Until Opening 3-9 Months
 Greater Than 9 Months

If the hotel has NOT Started Construction - Number of Months Until Start Date:

- Less Than 3 Months Away from Construction Start 3-9 Months
 Greater Than 9 Months

3. For Conversion/Reflagging & Announced Renovation Projects:

- Already Underway Scheduled to Start in the Next 6 Months
 Greater Than 6 Months

4. What are your targeted hotels? (Check all that apply)

- Luxury First Class Mid-Market Full-Service
 Mid-Market Limited-Service Budget/Economy
 Extended Stay Casinos Like-Kind Independents

5. All Hotels larger than: (Check one)

- 50 Rooms 150 Rooms 300 Rooms
 500 Rooms All Hotel Sizes

6. Are there Companies or Brands of particular interest to you?

7. Which development contacts make decisions about your product or service? (Check all that apply)

- Developer Contractor Project Manager
 Architect Designer Purchasing Agent

8. How many Corporate Sales Representatives do you have?

At the Home Office _____ In the Field _____

Do you also employ outside Distributors? Yes No

9. Do you currently have a Sales Leads program? Yes No

Do you instruct Field Reps to make calls on particular clients? Yes No

Is there an information system in place for reporting back results? Yes No

10. Does your sales team make cold calls on hotels already open and operating? Yes No

11. Do you use a mailing house? Yes No

12. How many lodging projects did you service in the last 12 months?

13. Would you like to receive development records from other areas?

- Canada Mexico Caribbean Timeshare

I would like to learn more about:

1. LE's Contact Databases

- New Construction Conversion/Reflaggings
 Announced Renovations Open & Operating Hotels (Census)

2. LE's Sales Leads Services

- Receiving a flow of Sales Leads Quarterly to Distribute to my Sales Staff.
 LE's Direct Mail Program: renting the paired names of Owners and Management with their specific hotel and to be delivered to my mailing house for our next direct mail campaign.
 LE designing a computerized Call Management Program (CMP) secured for use by our Sales Staff throughout the country. It would include all targeted LE Sales Leads, be updated Quarterly, and serve as your confidential internal sales reporting system.

3. LE's Strategic Planning & Forecasting Reports

- Lodging Development Forecast & Trends:** Get the latest Supply Side market research from LE's real estate specialists and market analysts when you subscribe to this quarterly report that includes a comprehensive narrative and four pages of detailed charts and graphs, providing an insightful analysis and a Supply Side Forecast Industry-wide by Chain Scale, and for the Top 25 Markets.
 Supply Side Forecast & Trends: an exacting satellite view of forecasted lodging development growth rates – units, guestrooms, and percentage growth rates for '04, '05 and beyond – customized for any of the 50 States and 197 Markets throughout the country that comprise your important sales territories.
 Projected Growth Rates for Lodging Companies & Brands: a complete and accurate forecast of total development activity – New Construction and Conversion/Reflaggings - for every Lodging Company and Brand in the United States.

Are you working on an important sales strategy? Can we assist you with a particular need? Do you have a question? Please let us know:

Name _____ Title _____
Company _____ Address _____
City _____ State _____ Zip _____ **E-mail** _____
Phone _____ Ext. _____ Fax _____

PLEASE COMPLETE AND FAX YOUR SPECIFICATIONS TO (603) 431-4418