

## Official NAEP Hotel

The Hyatt Regency Denver is the official NAEP headquarter hotel for the 2010 NAEP Annual Meeting in Denver. The reduced, advertised rates are only available through NAEP's block. You may not receive the rate if you book outside of the NAEP block. These rates are only generally applicable during the NAEP meeting dates.

## Housing Alert

### **Why should I stay within a hotel contracted by NAEP?**

The success of NAEP depends on registrants and exhibitors using the contracted NAEP hotel to offset the sizable costs of producing the meeting and expo. NAEP cannot meet contracted room obligations if registrants and exhibitors reserve rooms in non-NAEP hotels. The risk of incurring hundreds of thousands of dollars in financial penalties (attrition fees) increases with each registrant who stays outside a NAEP hotel. We hope registrants will book in the headquarter hotel.

### **What are the advantages of NAEP hotels?**

- Prepayment of the entire stay is not required when using the NAEP hotel.
- No penalties apply if reservations are cancelled in a timely manner.
- You are guaranteed a room. Hotels, like airlines, "overbook" to compensate for a percentage of cancellations. Occasionally, people with reservations might be "walked" to another hotel, but NAEP has a contract to insure that you will have a room.
- Rely on the NAEP "seal of approval." All NAEP hotels have been inspected by NAEP staff for quality and safety.
- Networking is easier and enjoyable because NAEP hotels host a large number of NAEP participants.

### **Besides cost and convenience, is there any other reason I should select a NAEP hotel?**

NAEP depends on your support. Sustaining a healthy financial future for NAEP means ensuring that both conference registrants and exhibitors have a quality, meaningful event that will reap benefits for you and the profession for years to come.

### **What if I find a less expensive hotel?**

Hotel rates, like airfares, vary greatly. NAEP negotiated group rates are the lowest rates available, given the number of rooms required to accommodate **all** conference participants. NAEP has taken great care to book competitive rates and amenities over the time period we are in Denver. Still, less expensive hotel rooms will always be available. If you find a less expensive hotel rate, take care to compare it to NAEP's contracted hotel to insure that your expectations are met. Many hotels are located further from the conference site, lack certain amenities, or are not in the best locales.

### **How does NAEP decide how many hotels and hotel rooms to book?**

Future sleeping room estimates are based upon NAEP's registration figures, expected popularity of the site, and our best projections for attendance. Once these determinations are made, NAEP books the headquarter hotel near the convention center, securing the best possible dates and rates. This is not an exact science. We build in as much contractual flexibility as possible so

adjustments can be made as the meeting draws closer. These contracts are typically executed 6 years or more in advance. There is no "crystal ball" that will predict all future scenarios.

### **Why does it matter where I stay?**

In general, the hotel requires groups like NAEP to fill at minimum, 80% of the contracted number of hotel rooms at their property. If we do not meet that minimum, we are required to pay for that empty room at the standing nightly hotel rate. This is called an attrition fee. Good conference sites are in demand and groups like NAEP contract with hotels six to eight years in advance to remove rooms from inventory to insure enough hotel rooms for you, the attendee. Attrition fees are compensation to the hotel for the rooms that might have been sold had they not been removed from inventory by NAEP.

### **Why is attrition an issue since it never surfaced in prior years?**

Recent, substantial changes in the convention industry business environment have made filling hotels more difficult. Due to various economic factors and the law of supply and demand, it has become difficult for event organizers to meet contract obligations. When a group performs below contract, hotel management seeks attrition fees from even their most valued clients to mitigate losses.

### **Has NAEP ever paid attrition fees?**

Through careful monitoring, we have been successful in avoiding most attrition fees in the NAEP. However, like most individuals and academic institutions, NAEP is also being impacted by the unfavorable economic environment and we had a minor attrition fee for our 2009 Annual Meeting in Providence. For the meeting to continue to be successful, we need you, our attendees and exhibitors, to do your part. NAEP has the very real potential of facing very sizable hotel attrition penalties unless you utilize the hotels we have booked on your behalf. It is impossible to sustain this type of financial loss.

### **You ask, why not avoid contracting with hotels?**

Contracting with hotels protects the NAEP room supply and future rate increases. NAEP guarantees thousands of hotel rooms in advance to insure meeting room and sleeping room availability for all conference participants. Without contracts, the hotels are free to sell rooms to anyone, potentially leaving NAEP short on rooms and meeting space. If another large conference were to take place during NAEP, hotel rooms would be scarce or offered at much higher rates.

### **Why not reduce the contracted room block to avoid attrition penalties?**

NAEP has revisited all future contracts and has been successful in both reducing the contracted number of rooms and re-negotiating rates. However, without guaranteeing that a certain number of hotel rooms will be filled, NAEP will not receive sufficient meeting rooms and exhibit space to support the meeting.