



## January 2024 TDC Report

### Trade Shows and Travel

#### PCMA, San Diego, CA

January 7 – 10, 2024. Attended: Kayla Freeman & Renee Prine

#### RCMA, San Antonio, TX

January 8 – 12, 2024. Attended: Hortensia Simmons

#### IPEC, Greenville, SC

January 21 – 24, 2024. Attended: Tina Berrien

### Site Visits

Vernon Companies – 492 room nights

PFU – 200 room nights

American Society of Farm Managers and Rural Appraisers – 756 room nights

Land O' Lakes - 785 room nights

### Upcoming Trade Shows and Travel

#### Corporate Express, Woodland Hills, CA

March 4 – 8, 2024. Attending: Brian Hilterbrandt

#### FSAE Womens Summit & Destinations, Tallahassee, FL

March 25 – 27, 2024. Attending: Kayla Freeman

#### Meetings & Incentives, Denver, CO

March 26 – 29, 2024. Attending: Brian Hilterbrandt

	<u>FY 2023/2024</u>	<u>FY 2022/2023</u>
<b>LEADS IN JANUARY:</b>	<b>137</b>	<b>98</b>

<b>YEAR TO DATE</b>	<u><b>FY 2023/2024</b></u>	<u><b>FY 2022/2023</b></u>
<b>Total room revenue</b>	<b>\$44,048,342</b>	<b>\$35,540,311</b>
<b>Total definite room nights</b>	<b>42,966</b>	<b>39,609</b>
<b>Total county impact</b>	<b>\$1,063,168</b>	<b>\$814,588</b>



# JANUARY 2024 MONTHLY BOARD REPORT

Prepared On: 03/04/2024  
 Prepared By: Christine DeMato

## MEETING SALES POTENTIAL MONTHLY REPORT

Lead ID	Lead Name	Account Name	Status	Request Room Begin	Request Room Block End	Requested Rooms	First Name
49768	Target Specialty Products Overflow Room Block	Target Specialty Products	Potential	01/15/2024	01/17/2024	45	Brian
49800	RFPDSI24 - 9510 - Marketing Leaders Offsite	Daiichi Sankyo, Inc.	Potential	02/05/2024	02/07/2024	53	Hortensia
49862	[REDACTED]	[REDACTED]	Potential	02/10/2024	02/13/2024	120	Hortensia
49765	PPG Global Packaging Team Meeting	PPG	Potential	02/19/2024	02/22/2024	60	Hortensia
49784	Speed Queen Retail & Franchise Kickoff 2024	Speed Queen Corporation	Potential	02/19/2024	02/22/2024	45	Brian
49807	Berry Global - Q1 Sales Meeting	Travel Leaders Corporate	Potential	02/26/2024	02/28/2024	90	Tina
49945	CAP 02/24 Council on Scientific Affairs (CSA) and CSA Leadership Meeting	College of American Pathologists (CAP)	Potential	02/29/2024	03/02/2024	92	Kayla
49796	Zelis Healthcare-Payments Meeting-March 4-7, 2024-Soderblom	Zelis Healthcare, LLC	Potential	03/04/2024	03/06/2024	645	Hortensia
49863	12025 - TMNA 2024 Field Technical Team of the Year Trip - TM60533 - Resource 1	Toyota Motor North America	Potential	03/04/2024	03/07/2024	59	Brian
49769	820832 - Cetera - 2024 Connect2Advisory - Gulf Coast	Cetera Financial Group	Potential	03/11/2024	03/11/2024	5	Brian
49941	Bunzl USA - Category Management Team Meeting	Bunzl Distribution USA, LLC	Potential	03/11/2024	03/13/2024	210	Kayla
49905	NCSL - Education Policy Academies	National Conference of State Legislatures	Potential	03/14/2024	03/17/2024	61	Brian
49843	Wastequip - CEO Circle 2024	Wastequip Corporation	Potential	03/25/2024	03/27/2024	114	Brian
49799	[REDACTED]	[REDACTED]	Potential	04/10/2024	04/13/2024	105	Hortensia
49887	AssetWorks Inc.: LEAP (April / 2024)	AssetWorks	Potential	04/13/2024	04/18/2024	68	Brian
49903	10974 East Team 4 NPHS Operations & Sales Meeting	Cardinal Health	Potential	04/22/2024	04/25/2024	65	Hortensia
49931	ADTE Training	General Electric	Potential	04/28/2024	05/03/2024	132	Tina
49876	2024 HBNA Sales Summit	Willis Towers Watson	Potential	04/29/2024	05/01/2024	205	Hortensia
49874	23-0325 - BMO - 2024 May - EIA Spring Training Workshop	BMO Financial Group	Potential	04/30/2024	05/01/2024	40	Hortensia
49864	2025 Retreat	Omega Psi Phi Fraternity, Inc	Potential	05/02/2024	05/05/2024	75	Hortensia
49902	PTC Therapeutics - Legal, IP & Compliance Department Offsite - May 2024	PTC Therapeutics	Potential	05/04/2024	05/08/2024	165	Hortensia
49770	Houlihan Lokey BUS OFFSITE 2024	Houlihan Lokey	Potential	05/05/2024	05/07/2024	160	Brian
49882	PAI Sales Meeting 2024	PFU America	Potential	05/05/2024	05/08/2024	200	Brian
49933	Zurn Elkay Rep Council Meeting May 2024	Direct Travel Minneapolis	Potential	05/06/2024	05/09/2024	65	Tina
49849	2024 Williams,Parker, Harrrison, Dietz and Getzen Spring Retreat	Maritz Global Events - AT&L Inc.	Potential	05/10/2024	05/12/2024	188	Kayla

Lead ID	Lead Name	Account Name	Status	Request Room Block Begin	Request Room Block End	Requested Rooms	First Name
49890			Potential	05/13/2024	05/15/2024	360	Kayla
49853	Bostik 2024 Sales Meeting (BO60989)	Bostik USA	Potential	05/19/2024	05/23/2024	244	Kayla
49852	2024 June Health Retreat	Total Health Immersions	Potential	06/01/2024	06/07/2024	359	Kayla
49948	SOA FAC June 2024	Society of Actuaries	Potential	06/04/2024	06/08/2024	305	Kayla
49954	Van Eck RIA Due Diligence Meeting 6.2024	LM Media Worldwide, LLC	Potential	06/12/2024	06/13/2024	100	Hortensia
49914	GLSVLSI '24	Great Lakes Symposium on VLSI	Potential	06/18/2024	06/22/2024	120	Hortensia
49855	2024 July Health Retreat	Total Health Immersions	Potential	07/08/2024	07/14/2024	359	Kayla
49942	Patrick Airforce Base/333 RS	Shamrock Innovations-MASTER	Potential	07/09/2024	07/11/2024	225	Kayla
49815	LPC 2024 (NU61193)	AB InBev – NAZ	Potential	08/06/2024	08/09/2024	720	Brian
49787	Resident Research Forum	BluePearl Veterinary Partners	Potential	08/08/2024	08/10/2024	145	Kayla
49856	2024 August Health Retreat	Total Health Immersions	Potential	08/12/2024	08/18/2024	359	Kayla
49912	Dairy Farmers of America - Environmental Health & Safety Conference (EHS) 2024	Dairy Farmers of America	Potential	08/18/2024	08/22/2024	428	Hortensia
49802	2024 Eastern Regional ORG meeting	Subaru of America, Inc.	Potential	09/08/2024	09/11/2024	320	Hortensia
49915	Chip Annual MC 2024	Chip Financial Services	Potential	09/11/2024	09/13/2024	74	Brian
49923	2024 Banner & Witcoff All Attorney Retreat	American Bar Association	Potential	09/11/2024	09/13/2024	336	Liz
49850	Bob & JoEllen Payne Celebration of Life (2)	Bob & JoEllen Payne Celebration of Life	Potential	09/12/2024	09/15/2024	40	Kayla
49925	Women's Leadership Summit 2024	National Association of College Auxiliary Services (NACAS)	Potential	09/15/2024	09/18/2024	196	Liz
49892			Potential	09/20/2024	09/21/2024	150	Kayla
49842	Utility Client Conference 2024	JD Power	Potential	09/23/2024	09/26/2024	290	Brian
49907	CBRE 2024 Power of We	CBRE Commercial Real Estate	Potential	09/23/2024	09/24/2024	350	Brian
49953	Women's Networking 2024	Homecare Homebase	Potential	09/24/2024	09/26/2024	50	Brian
49958	Atrium Campus 2024 Women's Networking	Atrium Campus, LLC	Potential	09/24/2024	09/26/2024	50	Hortensia
49827	Business of pain	National Pain and Spine Center	Potential	09/25/2024	09/28/2024	453	Kayla
49919	2024 Southeast Performance Management Regional Roundtable (PMRR-SE)	Pinellas County Office of Management & Budget	Potential	10/01/2024	10/04/2024	40	Kayla
49888	2024 Florida Attorney General's Crime Prevention Summit	Florida Office of the Attorney General	Potential	10/06/2024	10/07/2024	180	Kayla
49857	2024 October Health Retreat	Total Health Immersions	Potential	10/14/2024	10/20/2024	359	Kayla
49906	2024 ETEN Fall Summit	Every Tribe Every Nation	Potential	10/25/2024	11/03/2024	790	Hortensia
49838	HUG 2024 Fall Regional Meeting - Florida	Hawksoft Corporation	Potential	10/28/2024	10/29/2024	35	Brian
49809	Gemaire Customer Retreat	Gemaire	Potential	11/03/2024	11/05/2024	240	Tina

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49884	Central Florida Power Lunch & FSAE Board Meeting	Florida Society of Association Executives	Potential	11/04/2024	11/05/2024	25	Kayla
49783	002POG-NBWA's Next Generation Leadership Conference	National Beer Wholesalers Association	Potential	11/05/2024	11/08/2024	485	Liz
49917	Kopernik Global Investors: The Super Terrific Happy Hour	Kopernik Global Investors	Potential	11/06/2024	11/07/2024	200	Kayla
49837	Franchisee Association and Purchasing Co-op Members, Families, Managers.	Dairy Queen Operators Association Inc.	Potential	11/17/2024	11/19/2024	80	Tina
49873	CIBC - Asset Management Investment Forum - 2024	Canadian Imperial Bank of Commerce	Potential	11/22/2024	11/26/2024	205	Hortensia
49921	NASWA Winter Board 2024	National Association for State Workforce Agencies	Potential	12/01/2024	12/04/2024	284	Liz
49932	2024 TGA Franchise Annual Conference	TGA Premier Sports California	Potential	12/07/2024	12/11/2024	925	Brian
49935	[REDACTED]	[REDACTED]	Potential	12/08/2024	12/12/2024	175	Tina
49871	Imprivata Jan 2025	Imprivata	Potential	01/04/2025	01/09/2025	1055	Hortensia
49896	PB SmartComms Sales Kickoff 2025	Smart Communications	Potential	01/04/2025	01/09/2025	521	Hortensia
49891	2025 Kodiak Revenue Circle	Kodiak	Potential	01/10/2025	01/15/2025	145	Kayla
49801	Printing United Alliance 2025 Jan CC UPDATED!!!!	Printing United Alliance	Potential	01/11/2025	01/15/2025	205	Hortensia
49936	Core BTS 2025 Sales Kick-Off	Core BTS	Potential	01/12/2025	01/16/2025	546	Brian
49939	Sales Kick-Off Meeting (SKO)	WorkForce Software	Potential	01/12/2025	01/17/2025	610	Kayla
49943	ISPE Leadership & All Staff Retreat Jan2025	The International Society for Pharmaceutical Engineering	Potential	01/13/2025	01/16/2025	131	Kayla
49878	[REDACTED]	[REDACTED]	Potential	01/14/2025	01/17/2025	339	Hortensia
49808	[REDACTED]	[REDACTED]	Potential	01/17/2025	01/22/2025	3114	Tina
49938	[REDACTED]	[REDACTED]	Potential	01/17/2025	01/26/2025	802	Hortensia
49818	2025 MPECC	CraneLogic	Potential	01/20/2025	01/23/2025	508	Brian
49950	Empowering You - Elite Beauty Boss Retreat 2025	Empowering You	Potential	01/25/2025	01/27/2025	110	Tina
49928	NPGA 2025 Winter Board Meeting	National Propane Gas Association	Potential	01/26/2025	01/31/2025	420	Liz
49889	RFPBAX23 - 2025 North America Kick-Off Meeting	Baxter International	Potential	01/31/2025	02/07/2025	5760	Kayla
49825	Gleneagles US Incentive Trip	Gleneagles US Plano CC	Potential	02/02/2025	02/04/2025	60	Brian
49872	Patz Corporation Annual Meeting - FL	Patz Corporation	Potential	02/02/2025	02/05/2025	103	Hortensia
49944	The Experience Conf. & Exhibition	BNP MEDIA	Potential	02/02/2025	02/07/2025	730	Kayla
49780	2025 National Conference on Beach Preservation Technology (FSBPA)	Florida Shore & Beach Preservation Association	Potential	02/03/2025	02/07/2025	340	Kayla
49794	19-0382 - 2025 February - 2025 Pinnacle Awards	TD Securities	Potential	02/06/2025	02/11/2025	622	Hortensia
49904	Almirall 2025 National Sales Meeting	Almirall	Potential	02/08/2025	02/13/2025	312	Hortensia
49899	CMA Off Site 2025	Opis LLC	Potential	02/17/2025	02/20/2025	210	Liz

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49898	New Dates Feb: Teknion	Teknion	Potential	02/20/2025	02/26/2025	1215	Hortensia
49760	Castle Biosciences National Sales Meeting 2025	Castle Biosciences	Potential	02/21/2025	03/01/2025	1370	Brian
49813	2025 NAD National Women's Convention	Seventh-day Adventists - North American Division	Potential	02/25/2025	03/02/2025	1070	Hortensia
49764	Plastics News' The Executive Forum 2025	Crain Communications	Potential	03/09/2025	03/13/2025	470	Brian
49877	Cincinnati Insurance Regional Meeting 2025 (FL)	Cincinnati Insurance Company	Potential	03/11/2025	03/13/2025	83	Hortensia
49819	NAWC Spring Board of Directors Meeting 2025	National Association of Water Companies	Potential	03/16/2025	03/17/2025	40	Hortensia
49756	NAPCO Media - Power Meeting (March 2025)	NAPCO Media	Potential	03/22/2025	03/25/2025	220	Hortensia
49810	2025 FEMA Supply Summit & Showcase Meeting	Farm Equipment Manufacturers Associaiton	Potential	03/31/2025	04/04/2025	576	Tina
49881	2025 NPAworldwide Global Conference	NPAworldwide	Potential	03/31/2025	04/05/2025	430	Brian
49777	2025 IREM Education Conference & Expo	Institute of Real Estate Management	Potential	04/01/2025	04/05/2025	758	Kayla
49790	AAPCP Annual 2025 Clearwater	American Association of Provider Compensation Professionals - AAPCP	Potential	04/01/2025	04/03/2025	900	Hortensia
49812	Chiesi Presidents Club 2024 - Travel 2025	BI Worldwide	Potential	04/04/2025	04/11/2025	119	Hortensia
49911	*96603* Passover 2025	Hospitality Performance Network Global (HPN) MASTER	Potential	04/10/2025	04/21/2025	8250	Hortensia
49910	*98370* Passover 2025	Hospitality Performance Network Global (HPN) MASTER	Potential	04/11/2025	04/21/2025	4000	Hortensia
49955	America's Credit Unions Consumer & Residential Mortgage Lending School	America's Credit Union	Potential	04/18/2025	04/23/2025	665	Brian
49897	2025 Florida State Primitive Baptist Convention	Florida State Primitive Baptist Convention	Potential	04/20/2025	04/25/2025	275	Hortensia
49875	Sigma Alpha Epsilon 2025 Board Meeting	Sigma Alpha Epsilon Fraternity	Potential	04/23/2025	04/26/2025	53	Hortensia
49900	REVISED (2): NAPCO Media - Inkjet Summit 2025	NAPCO Media	Potential	04/26/2025	04/30/2025	1028	Hortensia
49916	ReSourcePro_Insurance Evolution Summit_April2025	ReSourcePro	Potential	04/26/2025	05/01/2025	554	Hortensia
49895	International Molded Fiber Association (IMFA)	The International Molded Fiber Association	Potential	04/28/2025	05/03/2025	342	Hortensia
49951	002PR9 Florida TaxWatch Spring Meeting 2025	Florida Tax Watch	Potential	05/12/2025	05/15/2025	150	Kayla
49757	NAPCO Media - Power Meeting (May 2025)	NAPCO Media	Potential	05/17/2025	05/20/2025	220	Hortensia
49854	FLCMAA 2025 Summer Conference	Florida Club Management Association	Potential	06/06/2025	06/11/2025	605	Kayla
49859	FSFOA 2025 Summer Conference	Florida School Finance Officers Association	Potential	06/09/2025	06/13/2025	680	Kayla
49886	2025 CMHA Midyear Meeting	Concrete Masonry & Hardscapes Association	Potential	07/24/2025	08/01/2025	1112	Liz
49940	Florida Public Relations Association (FPRA) Annual Conference 2025	Florida Public Relations Association	Potential	08/01/2025	08/06/2025	695	Kayla
49858	FLCMAA August 2025 Summer Conf Series	Florida Club Management Association	Potential	08/22/2025	08/26/2025	360	Kayla
49956	Hexure Client Event 2025	Hexure Corporation	Potential	09/09/2025	09/12/2025	511	Brian
49880	#MMEexperience2025	Meetings Made Easy-Master	Potential	09/20/2025	09/24/2025	348	Brian

Lead ID	Lead Name	Account Name	Status	Request Room Block Begin	Request Room Block End	Requested Rooms	First Name
49918	2025 Supplier Summit	National Association of State Procurement Officials (NASPO)	Potential	10/06/2025	10/10/2025	949	Tina
49920	STC - 2025 Annual Conference	Synthetic Turf Council	Potential	10/11/2025	10/15/2025	469	Liz
49776	0020YE Independent Marketing Alliance Top to Top 2025	Independant Marketing Alliance	Potential	10/18/2025	10/23/2025	562	Brian
49844	2025 Epstein Becker Green Partner Retreat	American Bar Association	Potential	10/19/2025	10/22/2025	574	Liz
49885	[REDACTED]	[REDACTED]	Potential	10/25/2025	10/31/2025	900	Kayla
49839	2025 Enterprise Holdings, Inc. Incentive Trip	Maritz Global Events – AT&L Inc., f/k/a Experient Inc.	Potential	10/30/2025	11/05/2025	635	Brian
49845	2025 Cigar Association of America Annual Meeting	Cigar Association of America	Potential	11/12/2025	11/16/2025	237	Liz
49861	FTA Compliance Workshop 2025	Federation of Tax Administrators (FTA)	Potential	11/28/2025	12/05/2025	1025	Liz
49759	COLIBRI Northwest-NavTech Program 2025, 2027 2029	COLIBRI Northwest	Potential	11/30/2025	12/04/2025	245	Brian
49937	2025 AHPA Annual Conference	AHPA - (American Honey Producers Association)	Potential	11/30/2025	12/07/2025	683	Brian
49821	OD Labor Law Solutions 2025	Ogletree, Deakins, Nash, Smoak & Stewart	Potential	12/02/2025	12/06/2025	296	Brian
49761	AMC Theaters 2026 Connections	American Multi-Cinema (AMC) Theatres	Potential	01/16/2026	01/21/2026	3114	Brian
49879	2026 NAD ASDASA Conference	Seventh-day Adventists - North American Division	Potential	02/05/2026	02/16/2026	1179	Hortensia
49934	[REDACTED]	[REDACTED]	Potential	03/07/2026	03/10/2026	375	Tina
49848	ACUP 2026 Annual Convention	Association of College and University Printers	Potential	03/19/2026	03/27/2026	362	Kayla
49860	2026 AAPM Spring Clinical	American Association of Physicists In Medicine	Potential	03/19/2026	03/24/2026	1263	Liz
49781	2026 Annual Conference April	American Association of Provider Compensation Professionals - AAPCP	Potential	04/07/2026	04/09/2026	900	Hortensia
49930	Southern Association for College Admissions Counseling UPDATED	Southern Association for College Admissions Counseling	Potential	04/09/2026	04/13/2026	1127	Tina
49817	Global Equity Organization's 27th Annual Conference 2026	Global Equity Organziation	Potential	04/10/2026	04/17/2026	1401	Brian
49851	FCIAAO 2026 Annual Conference	Florida Chapter International Association of Assessing Officers	Potential	04/12/2026	04/16/2026	668	Kayla
49763	JAMIS 2026 Supplier Summit	JAMIS Software	Potential	04/17/2026	04/25/2026	1133	Brian
49785	2026 AAAE Annual Meeting	American Association for Agricultural Education	Potential	05/16/2026	05/21/2026	580	Kayla
49908	2027 Annual Meeting	Dental Trade Alliance	Potential	10/30/2027	11/05/2027	820	Liz
49816	Global Equity Organization's 29th Annual Conference 2026	Global Equity Organziation	Potential	03/31/2028	04/07/2028	1401	Brian
49772	*97986* Convention 2028	Hospitality Performance Network Global (HPN) MASTER	Potential	06/18/2028	06/26/2028	1317	Hortensia
	COUNT: 137					SUM: 79080	



Prepared On: 03/04/2024  
 Prepared By: Christine DeMato

**MEETING SALES DEFINITE MONTHLY REPORT**

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
47920	IATRC 2023 Annual Meeting	01/03/2024	275	12/07/2023	12/13/2023	\$241,507.26	\$5,124.54	Hortensia
49868	BCWI Women's Retreat	01/18/2024	729	01/01/2024	01/17/2024	\$575,071.18	\$14,595.89	Hortensia
48065	UF College of Pharmacy-PDRG Meeting	01/22/2024	100	01/11/2024	01/13/2024	\$93,112.97	\$2,600.52	Kayla
48542	2024 CG Select	01/22/2024	486	01/14/2024	01/18/2024	\$478,747.82	\$14,054.45	Kayla
48692	G Force Annual Meeting	01/22/2024	279	01/21/2024	01/24/2024	\$246,408.50	\$6,756.72	Kayla
49846	Reach for the Beach Jan 2024	01/16/2024	276	01/21/2024	01/25/2024	\$226,370.32	\$5,471.49	Hortensia
49835	Furniture Row - FMO January 2024	01/16/2024	485	01/26/2024	02/02/2024	\$463,941.58	\$13,580.24	Brian
49456	Cepheid/Southeast	01/26/2024	383	01/28/2024	02/02/2024	\$272,527.84	\$7,014.68	Brian
48892	Chromalloy- Annual Leadership Meeting- 2024	01/19/2024	285	01/29/2024	01/31/2024	\$280,754.17	\$8,637.77	Kayla
49797	ICP Group National Sales Meeting	01/04/2024	426	01/29/2024	02/01/2024	\$401,869.90	\$9,024.76	Hortensia
48812	K12 Florida: TSC Training	01/19/2024	250	02/06/2024	02/09/2024	\$252,739.74	\$6,369.33	Kayla
48658	2024 Generac Industrial Division Meeting	01/22/2024	292	02/12/2024	02/16/2024	\$297,192.04	\$8,891.99	Kayla
48369	Crawford Contractor Connection - Top Performer - February 2024	01/22/2024	1,345	02/20/2024	02/25/2024	\$1,402,336.61	\$33,633.96	Kayla
49922	AMA 2024	01/30/2024	1,393	02/20/2024	02/27/2024	\$1,514,447.88	\$34,363.03	Tina
49357	Aveda	01/05/2024	128	02/23/2024	02/26/2024	\$133,698.28	\$3,468.89	Tina
49836	Furniture Row - FMO (For Assistant Managers Only) Feb2024	01/16/2024	440	02/26/2024	03/01/2024	\$409,646.40	\$12,265.58	Brian
49803	Sales Kickoff 2024	01/04/2024	127	03/02/2024	03/07/2024	\$132,664.49	\$2,937.20	Hortensia
49946	2024 COBEC/COB Retreat	01/30/2024	131	03/31/2024	04/04/2024	\$104,384.04	\$2,553.46	Hortensia
49518	[REDACTED]	01/24/2024	572	05/07/2024	05/12/2024	\$549,663.55	\$9,902.97	Kayla
49927	2024 PASCV Molecular Virology Workshop	01/29/2024	471	05/15/2024	05/20/2024	\$542,095.77	\$13,395.04	Tina
48726	[REDACTED]	01/24/2024	475	06/08/2024	06/14/2024	\$561,438.75	\$13,298.52	Kayla
49342	[REDACTED]	01/24/2024	285	07/16/2024	07/20/2024	\$305,029.72	\$7,587.76	Kayla
48409	Florida Watercolor Society 2024 Annual Convention	01/04/2024	734	09/08/2024	09/14/2024	\$658,192.57	\$12,973.61	Kayla
49774	[REDACTED]	01/03/2024	575	09/14/2024	09/18/2024	\$589,776.65	\$15,115.27	Hortensia
49867	WEG Advisor Summit 2024	01/18/2024	853	10/07/2024	10/10/2024	\$948,792.63	\$24,763.65	Tina



Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
49490	Presidents Club	01/18/2024	413	10/21/2024	10/25/2024	\$409,244.44	\$10,807.05	Hortensia
48835	[REDACTED]	01/24/2024	484	12/07/2024	12/14/2024	\$581,549.92	\$13,262.56	Kayla
49234	ASPI - Assn of Suppliers to the Paper Industry 2025 Spring Annual Meeting	01/30/2024	164	02/19/2025	02/21/2025	\$192,630.29	\$5,525.88	Tina
49779	[REDACTED]	01/24/2024	625	04/02/2025	04/05/2025	\$738,489.40	\$19,658.99	Kayla
49247	2025 Annual Conference	01/03/2024	504	05/16/2025	05/21/2025	\$540,842.43	\$13,059.01	Hortensia
49648	ECI Polymer Reaction Engineering 2025	01/25/2024	627	06/01/2025	06/06/2025	\$583,672.54	\$15,261.88	Hortensia
49531	2026 NARUC Eastern Utility Rate School	01/04/2024	909	10/02/2026	10/10/2026	\$871,292.26	\$19,172.39	Liz
COUNT: 32			SUM: 15,521			SUM: \$15,600,131.94	SUM: \$385,129.08	



Prepared On: 03/04/2024  
 Prepared By: Christine DeMato

**MEETING SALES YTD DEFINITE LEADS FY23**

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
48684	APNA 2023 Annual Meeting	10/31/2023	385	09/19/2023	09/24/2023	\$381,600.38	\$8,756.21	Brian
48834	Arredondo (98200) Division Meeting - Fall 2023	11/02/2023	40	10/03/2023	10/05/2023	\$18,041.11	\$157.66	Brian
49333	Hockey Tournament	10/05/2023	360	10/05/2023	10/08/2023	\$301,570.87	\$7,955.00	Hortensia
49602	[REDACTED]	11/21/2023	80	10/13/2023	10/14/2023	\$71,908.08	\$2,058.14	Kayla
45893	FFSA 2023 Annual Conference	11/02/2023	715	10/20/2023	10/29/2023	\$666,550.32	\$17,934.65	Brian
49614	[REDACTED]	11/22/2023	84	10/20/2023	10/23/2023	\$74,718.08	\$1,990.57	Hortensia
49592	ITA Fall Conference	11/20/2023	1,070	11/02/2023	11/10/2023	\$1,208,217.22	\$28,731.40	Tina
48219	Funding the Future Annual Board of Directors Meeting 2023	10/23/2023	89	11/07/2023	11/13/2023	\$75,882.91	\$2,010.93	Brian
49603	[REDACTED]	11/21/2023	181	11/08/2023	11/11/2023	\$136,934.45	\$3,377.92	Kayla
49334	Hockey Tournament	10/05/2023	270	11/09/2023	11/12/2023	\$236,772.83	\$6,043.80	Hortensia
45537	Intercollegiate Women's Lacrosse Coaches Association 2023 Annual Convention	10/12/2023	2,880	11/11/2023	11/20/2023	\$2,841,112.90	\$57,365.54	Hortensia
49448	Sales Meeting 2023	10/27/2023	90	11/13/2023	11/15/2023	\$74,202.34	\$1,974.72	Brian
49737	[REDACTED]	12/21/2023	185	11/29/2023	12/02/2023	\$140,880.88	\$4,078.88	Kayla
49747	Twelve (Pall Corporation)	12/27/2023	168	12/03/2023	12/07/2023	\$142,293.95	\$3,469.74	Hortensia
47920	IATRC 2023 Annual Meeting	01/03/2024	275	12/07/2023	12/13/2023	\$241,507.26	\$5,124.54	Hortensia
49668	Prince/Halperin Wedding	12/06/2023	70	12/08/2023	12/10/2023	\$75,186.81	\$2,219.06	Renee
49495	NADRA 2024 Conference	11/11/2023	508	12/30/2023	01/03/2024	\$574,687.47	\$15,404.26	Hortensia
49868	BCWI Women's Retreat	01/18/2024	729	01/01/2024	01/17/2024	\$575,071.18	\$14,595.89	Hortensia
47929	AAU CFR 2024	10/02/2023	242	01/07/2024	01/09/2024	\$231,656.73	\$5,554.20	Liz
48065	UF College of Pharmacy-PDRG Meeting	01/22/2024	100	01/11/2024	01/13/2024	\$93,112.97	\$2,600.52	Kayla
49335	Hockey Tournament	10/05/2023	346	01/11/2024	01/15/2024	\$313,474.70	\$8,279.63	Hortensia
48570	[REDACTED]	11/15/2023	955	01/12/2024	01/21/2024	\$1,040,344.53	\$22,816.84	Liz
48542	2024 CG Select	01/22/2024	486	01/14/2024	01/18/2024	\$478,747.82	\$14,054.45	Kayla
49733	[REDACTED]	12/21/2023	303	01/15/2024	01/20/2024	\$293,853.00	\$6,131.26	Hortensia
49248	GCUMM Leader Retreat	10/11/2023	30	01/16/2024	01/19/2024	\$26,095.58	\$661.04	Hortensia

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
49292	Ministry Brands Sales Kick Off	11/05/2023	30	01/16/2024	01/19/2024	\$26,298.52	\$719.30	Hortensia
48692	G Force Annual Meeting	01/22/2024	279	01/21/2024	01/24/2024	\$246,408.50	\$6,756.72	Kayla
49846	Reach for the Beach Jan 2024	01/16/2024	276	01/21/2024	01/25/2024	\$226,370.32	\$5,471.49	Hortensia
49451	002PQQ - DICK's Sporting Goods Diamond University 2024	12/15/2023	853	01/22/2024	01/25/2024	\$812,431.72	\$18,452.37	Hortensia
49175	The Business Leads Fellowship Program Cohort	12/06/2023	105	01/24/2024	01/26/2024	\$98,194.86	\$2,794.65	Liz
49748	Marvin Building Products National Meeting	12/29/2023	190	01/24/2024	01/28/2024	\$178,498.06	\$4,069.25	Tina
49835	Furniture Row - FMO January 2024	01/16/2024	485	01/26/2024	02/02/2024	\$463,941.58	\$13,580.24	Brian
49456	Cepheid/Southeast	01/26/2024	383	01/28/2024	02/02/2024	\$272,527.84	\$7,014.68	Brian
48892	Chromalloy- Annual Leadership Meeting- 2024	01/19/2024	285	01/29/2024	01/31/2024	\$280,754.17	\$8,637.77	Kayla
49797	ICP Group National Sales Meeting	01/04/2024	426	01/29/2024	02/01/2024	\$401,869.90	\$9,024.76	Hortensia
49601		11/21/2023	175	01/30/2024	02/04/2024	\$132,964.64	\$3,137.06	Tina
49565		11/21/2023	378	02/03/2024	02/06/2024	\$434,105.40	\$11,578.29	Hortensia
49612		11/22/2023	43	02/03/2024	02/04/2024	\$36,618.54	\$890.42	Tina
49647		12/04/2023	1,257	02/03/2024	02/10/2024	\$1,451,966.34	\$35,714.34	Hortensia
49329	SSR 2024 Mid-Winter Board Meeting	12/28/2023	42	02/05/2024	02/06/2024	\$43,603.34	\$1,086.14	Liz
48812	K12 Florida: TSC Training	01/19/2024	250	02/06/2024	02/09/2024	\$252,739.74	\$6,369.33	Kayla
48658	2024 Generac Industrial Division Meeting	01/22/2024	292	02/12/2024	02/16/2024	\$297,192.04	\$8,891.99	Kayla
49345	Mosaic - Wabash Valley Board Meeting	12/15/2023	85	02/12/2024	02/18/2024	\$89,069.42	\$2,207.78	Hortensia
49442	Midyear Board of Trustees Meeting	11/02/2023	635	02/16/2024	02/22/2024	\$785,548.38	\$21,216.12	Hortensia
48369	Crawford Contractor Connection - Top Performer - February 2024	01/22/2024	1,345	02/20/2024	02/25/2024	\$1,402,336.61	\$33,633.96	Kayla
49922	AMA 2024	01/30/2024	1,393	02/20/2024	02/27/2024	\$1,514,447.88	\$34,363.03	Tina
49604		11/21/2023	110	02/22/2024	02/25/2024	\$155,316.39	\$4,122.32	Kayla
49613		11/22/2023	307	02/22/2024	02/27/2024	\$322,546.58	\$10,037.79	Hortensia
49357	Aveda	01/05/2024	128	02/23/2024	02/26/2024	\$133,698.28	\$3,468.89	Tina
49469	PDM 2024	10/30/2023	532	02/24/2024	03/01/2024	\$617,547.13	\$15,509.55	Tina
49298	Kemper System America Meeting	10/12/2023	190	02/25/2024	02/29/2024	\$202,064.29	\$5,190.38	Hortensia
49836	Furniture Row - FMO (For Assistant Managers Only) Feb2024	01/16/2024	440	02/26/2024	03/01/2024	\$409,646.40	\$12,265.58	Brian
49803	Sales Kickoff 2024	01/04/2024	127	03/02/2024	03/07/2024	\$132,664.49	\$2,937.20	Hortensia
49576	Mr. Rooter 2024+04 Annual Conference	12/20/2023	223	03/25/2024	03/27/2024	\$248,748.08	\$7,711.82	Brian
49946	2024 COBEC/COB Retreat	01/30/2024	131	03/31/2024	04/04/2024	\$104,384.04	\$2,553.46	Hortensia

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
49711	NCSPA 2024 Annual Meeting	12/19/2023	185	04/05/2024	04/10/2024	\$166,004.80	\$4,384.91	Brian
49739	[REDACTED]	12/22/2023	421	04/14/2024	04/18/2024	\$472,389.43	\$14,834.37	Kayla
49740	BST Global Overflow	12/28/2023	685	04/14/2024	04/19/2024	\$798,005.60	\$24,298.82	Kayla
49379	[REDACTED]	10/12/2023	634	04/17/2024	04/21/2024	\$801,979.17	\$22,450.58	Hortensia
48889	Destination Marketing Summit 2024	10/25/2023	415	04/24/2024	04/26/2024	\$442,407.77	\$11,614.65	Kayla
49702	Florida Puerto Rico of the ITE FLPRITE	12/18/2023	634	05/06/2024	05/10/2024	\$570,961.66	\$11,763.08	Liz
49518	[REDACTED]	01/24/2024	572	05/07/2024	05/12/2024	\$549,663.55	\$9,902.97	Kayla
49615	[REDACTED]	11/22/2023	265	05/13/2024	05/18/2024	\$219,921.02	\$5,953.84	Brian
49927	2024 PASCV Molecular Virology Workshop	01/29/2024	471	05/15/2024	05/20/2024	\$542,095.77	\$13,395.04	Tina
49712	AGMA Gear Box Design 2024	12/19/2023	68	06/03/2024	06/06/2024	\$59,665.13	\$1,405.83	Liz
49738	[REDACTED]	12/21/2023	150	06/05/2024	06/08/2024	\$153,409.41	\$4,680.67	Kayla
48726	[REDACTED]	01/24/2024	475	06/08/2024	06/14/2024	\$561,438.75	\$13,298.52	Kayla
49342	[REDACTED]	01/24/2024	285	07/16/2024	07/20/2024	\$305,029.72	\$7,587.76	Kayla
49074	[REDACTED]	11/30/2023	340	07/19/2024	07/23/2024	\$381,273.94	\$9,651.76	Hortensia
45356	Fraternal Order of Police FL State Lodge Fall Board Meeting	10/31/2023	968	09/08/2024	09/14/2024	\$728,626.76	\$17,056.56	Brian
48409	Florida Watercolor Society 2024 Annual Convention	01/04/2024	734	09/08/2024	09/14/2024	\$658,192.57	\$12,973.61	Kayla
49774	[REDACTED]	01/03/2024	575	09/14/2024	09/18/2024	\$589,776.65	\$15,115.27	Hortensia
49445	[REDACTED]	10/27/2023	640	10/01/2024	10/04/2024	\$684,930.07	\$14,929.91	Kayla
49867	WEG Advisor Summit 2024	01/18/2024	853	10/07/2024	10/10/2024	\$948,792.63	\$24,763.65	Tina
49744	BIAA 2019 State Leadership Conference	12/22/2023	97	10/19/2024	10/23/2024	\$76,609.48	\$1,677.45	Liz
49490	Presidents Club	01/18/2024	413	10/21/2024	10/25/2024	\$409,244.44	\$10,807.05	Hortensia
49377	Intercollegiate Women's Lacrosse Coaches Association 2024 Annual Convention	12/04/2023	1,325	11/16/2024	11/25/2024	\$1,817,038.73	\$29,957.07	Hortensia
48835	[REDACTED]	01/24/2024	484	12/07/2024	12/14/2024	\$581,549.92	\$13,262.56	Kayla
49252	NADP Leadership Meeting 2025	12/12/2023	223	01/27/2025	01/29/2025	\$104,487.17	\$912.70	Brian
49369	2025 ALSC Symposia	11/13/2023	1,199	01/29/2025	02/03/2025	\$565,776.67	\$4,830.59	Brian
49234	ASPI - Assn of Suppliers to the Paper Industry 2025 Spring Annual Meeting	01/30/2024	164	02/19/2025	02/21/2025	\$192,630.29	\$5,525.88	Tina
49682	NAXSA 2025	12/11/2023	353	02/24/2025	03/01/2025	\$399,350.18	\$12,182.87	Tina
49779	[REDACTED]	01/24/2024	625	04/02/2025	04/05/2025	\$738,489.40	\$19,658.99	Kayla
49370	2025 ALSC Symposia/veterinary professionals	11/13/2023	405	04/30/2025	05/04/2025	\$430,369.58	\$13,020.68	Brian
49595	Pivotal Financial Advisors Meeting 2025	11/21/2023	178	05/03/2025	05/07/2025	\$152,936.05	\$4,044.93	Brian

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
49247	2025 Annual Conference	01/03/2024	504	05/16/2025	05/21/2025	\$540,842.43	\$13,059.01	Hortensia
49648	ECI Polymer Reaction Engineering 2025	01/25/2024	627	06/01/2025	06/06/2025	\$583,672.54	\$15,261.88	Hortensia
49447	IBEW Government Rooms	10/31/2023	357	10/10/2025	10/17/2025	\$332,086.98	\$8,850.48	Liz
49481	IBEW Railroad Conference 2025	10/31/2023	567	10/10/2025	10/17/2025	\$658,923.98	\$14,823.86	Liz
49446	[REDACTED]	10/27/2023	640	10/18/2025	10/21/2025	\$694,096.85	\$15,001.82	Kayla
49299	2025 AgGateway Annual Meeting & Conference	10/02/2023	550	11/01/2025	11/07/2025	\$589,566.60	\$13,498.33	Liz
49663	NCPA 2026 Multiple locations Pharmacy Conference	12/06/2023	721	02/15/2026	02/24/2026	\$964,319.65	\$23,782.96	Liz
49531	2026 NARUC Eastern Utility Rate School	01/04/2024	909	10/02/2026	10/10/2026	\$871,292.26	\$19,172.39	Liz
49575	Annual Meeting 2026	11/26/2023	498	11/08/2026	11/13/2026	\$633,738.21	\$16,587.54	Liz
49664	NCPA 2027 Multiple locations Pharmacy Conference	12/06/2023	721	02/14/2027	02/23/2027	\$987,828.48	\$24,434.36	Liz
	COUNT: 95		SUM: 42,966			SUM: \$44,048,342.14	SUM: \$1,063,168.73	