



MARCH MONTHLY REPORT

Prepared On: 05/07/2024
 Prepared By: Christine DeMato

MEETING SALES POTENTIAL MONTHLY REPORT

Lead ID	Lead Name	Account Name	Status	Request Room Block End	Request Room Block Begin	Requested Rooms	First Name
50116	2025 Executive Partner Forum (EPF)	Motorola Solutions	Potential	02/20/2025	02/14/2025	2584	Tina
50118	EPRI Alloy 690/52/152 Research Collaboration Meeting - December 2024	Electric Power Research Institute (EPRI)	Potential	12/05/2024	12/02/2024	97	Tina
50125	ICA 2025 Winter Meeting	International Claim Association	Potential	01/30/2025	01/27/2025	180	Liz
50126	Partners Meeting	HelmsBriscoe - MASTER	Potential	11/10/2024	11/06/2024	282	Brian
50127	[REDACTED]	[REDACTED]	Potential	06/07/2026	06/03/2026	275	Brian
50128	The Clorox Company - SC Global Leaders 2024	The Clorox Company	Potential	11/14/2024	11/08/2024	683	Brian
50129	2025 STEMCO International Sales Meeting	Stemco LP, an EnPro Industries Company	Potential	02/28/2025	02/22/2025	254	Brian
50130	Christi Ford 20 Year Renewal of Wedding Vows	MCI Group - HQ	Potential	10/20/2024	10/16/2024	60	Brian
50136	WInter Sales Summit 2025	Target Specialty Products	Potential	01/16/2025	01/13/2025	645	Brian
50139	2024 USAAS Master's Championship - Clearwater	TEAM Solutions	Potential	10/27/2024	10/23/2024	505	Hortensia
50141	Panera Franchise Owners Mtg, FL or AZ,10/6-10/9, 2024	Panera Bread	Potential	10/08/2024	10/06/2024	103	Hortensia
50143	Bradford White Corporation - Jan 2025 Meeting	Bradford White Corporation	Potential	01/30/2025	01/27/2025	63	Hortensia
50144	2026 - Edward Jones Summer Regional - South East	Edward Jones Inc.	Potential	06/15/2026	06/09/2026	247	Tina
50147	2026 CPI Winter Conference	Conservative Partnership Institute	Potential	02/09/2026	02/03/2026	340	Liz
50148	CAAHEP Board and Staff Fall Retreat 2026	Commission on Accreditation of Allied Health Education Programs	Potential	10/17/2026	10/13/2026	72	Kayla
50149	CAAHEP Board and Staff Fall Retreat 2025	Commission on Accreditation of Allied Health Education Programs	Potential	10/18/2025	10/14/2025	72	Kayla
50150	FPTA 2026 Triple Crown Roadeo	Florida Public Transportation Association	Potential	03/07/2026	03/04/2026	540	Kayla
50151	NCM03595- NCM Associates - 2012- South Florida - February 2026	NCM Associates, Inc.	Potential	02/18/2026	02/13/2026	107	Kayla
50152	IKO Industries - 2024 US National Sales Meeting - Nov 2024	IKO Industries	Potential	11/13/2024	11/10/2024	396	Liz
50155	President's Club	Sierra Pacific Mortgage	Potential	05/03/2025	05/01/2025	105	Brian
50156	2026 IAO Annual Meeting	International Association for Orthodontics	Potential	04/13/2026	04/05/2026	650	Brian
50157	[REDACTED]	[REDACTED]	Potential	02/23/2025	02/13/2025	412	Brian
50159	Millennium Running: Clearwater Marathon & Running Festival	Millennium Running	Potential	01/26/2025	01/24/2025	60	Hortensia
50160	[REDACTED]	[REDACTED]	Potential	04/29/2025	04/25/2025	436	Hortensia

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50161	US Sailing National Sailing Programs Symposium	US Sailing Association	Potential	02/08/2026	02/01/2026	661	Hortensia
50162	Innovia 2025 Summit	CCA Global Partners	Potential	01/29/2025	01/26/2025	140	Hortensia
50164	ESPN-2/13/2025-2/16/2025-SFBL: Shriners Clearwater Invitational @ Clearwater, FL	ESPN	Potential	02/16/2025	02/09/2025	730	Hortensia
50165	Fluke Xcelerate 25	Fluke Corporation	Potential	02/05/2025	02/01/2025	910	Brian
50166	2024 Regional Meeting & Exhibits	The International Society for Biological and Environmental Repositories (ISBER)	Potential	12/06/2024	12/02/2024	415	Hortensia
50168	Performance Health Sales Meeting 2026	Performance Health	Potential	01/28/2026	01/24/2026	347	Kayla
50169	Case IH Winter 2025 DAB Meeting	CNH Industrial America LLC	Potential	01/15/2025	01/12/2025	131	Kayla
50170	PB Sales Retreat 2025	Discovery Senior Living	Potential	01/10/2025	01/07/2025	1010	Kayla
50171	West Coast District Dental Association WCDDA 2025 Meeting	West Coast District Dental Assocaiton	Potential	02/07/2025	02/07/2025	0	Kayla
50172	Love's Leadership Summit 2028	Love's Travel Stops and Country Stores, Inc.	Potential	01/11/2028	01/07/2028	335	Kayla
50174	CenterLink Leadership Summit -2027	CenterLink: The Community of LGBT Centers	Potential	10/22/2027	10/17/2027	819	Kayla
50175	NADCA 2026 Executive Conference	North American Die Casting Association (NADCA)	Potential	02/25/2026	02/20/2026	284	Kayla
50176	ACG BBQ LLC Sonny's Restaurants Summer Convention 2025	Sonny's Franchise Company	Potential	07/18/2024	07/13/2024	619	Kayla
50178	[REDACTED]	[REDACTED]	Potential	01/25/2026	01/16/2026	802	Hortensia
50179	[REDACTED]	[REDACTED]	Potential	01/24/2027	01/15/2027	802	Hortensia
50180	*99700*	Hospitality Performance Network Global (HPN) MASTER	Potential	01/24/2026	01/17/2026	477	Hortensia
50181	[REDACTED]	[REDACTED]	Potential	11/22/2025	11/15/2025	680	Hortensia
50185	2025 Midwest Foods Assoc Winter Meeting	Midwest Foods Association	Potential	02/23/2025	02/15/2025	102	Brian
50186	2024 Lexus Eastern Area Manager Incentive	Toyota	Potential	11/20/2024	11/16/2024	64	Brian
50187	2025 Signorelli TSC Incentive Trip	Signorelli	Potential	02/04/2025	02/01/2025	105	Brian
50188	41078 - EP Leadership Meeting	Siemens Industry, Inc.	Potential	08/03/2024	07/30/2024	120	Brian
50189	[REDACTED]	[REDACTED]	Potential	01/11/2025	01/07/2025	179	Brian
50190	Shared Assessments Summit 2025	Shared Assessments	Potential	03/21/2025	03/16/2025	755	Brian
50191	1st Responder Mental Health & Wellness Conference	1st Responder Conferences	Potential	12/06/2024	12/03/2024	58	Brian
50192	NTMA - Annual Conference - Spring 2027	NHS Global Events	Potential	03/24/2027	03/19/2027	568	Brian
50193	2025 AmeriBen Healthcare Leadership Conference	Elevance Health	Potential	09/11/2025	09/08/2025	370	Brian
50194	Professional Athletes Golf Tour (PAGT) 2024 - Tampa Area	ETZEL	Potential	12/18/2024	12/02/2024	1114	Brian
50195	2025 Firestone Grand Prix of St. Petersburg	Arrow Electronics, Inc.	Potential	03/09/2025	03/06/2025	270	Brian
50198	ACEC 2025 SEI 29.5	American Council of Engineering Companies	Potential	04/08/2025	04/04/2025	137	Liz

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50199	2025 Pastors Gathering	Presbyterian Foundation	Potential	04/03/2025	03/31/2025	342	Hortensia
50205	Calendly National Meeting 2025	Calendly	Potential	01/23/2025	01/19/2025	1535	Tina
50206	2025 PCA EXPO	Painting Contractors Association	Potential	02/14/2025	02/08/2025	1351	Hortensia
50207	AFDT Living Donor Conference 2026	American Foundation for Donation & Transplantation	Potential	03/13/2026	03/10/2026	450	Liz
50208	2027 ACLI RERT & ERT	American Council of Life Insurers	Potential	01/17/2027	01/07/2027	776	Liz
50209	2025 AAVMC Deans Leadership Conference	American Association of Veterinary Medical Colleges (AAVMC)	Potential	01/24/2025	01/20/2025	201	Liz
50211	Ziegler Greystone Exec Symposium 2025	Ziegler	Potential	03/07/2025	03/04/2025	165	Brian
50213	AIT Leadership Meeting 2025	AdventHealth	Potential	04/25/2025	04/22/2025	374	Kayla
50214	SouldeSoul: One Day Events Orlando, Tampa	SOUL DE SOUL	Potential	10/05/2024	10/04/2024	36	Brian
50215	Floors & More 2025 Convention	Floors & More	Potential	03/26/2025	03/24/2025	180	Hortensia
50217	Area Field Training	Sun Pharmaceutical Industries, Inc.	Potential	07/17/2024	07/15/2024	225	Hortensia
50218	Florida Headquarters Winter Officer's Council	The Salvation Army	Potential	01/28/2026	01/25/2026	382	Hortensia
50219	202-SIGGLT25 Incentive	Conference Event Management (CEM)	Potential	05/03/2025	04/27/2025	279	Brian
50220	S Factor 25th Anniversary Event	S Factor	Potential	03/02/2025	02/25/2025	462	Brian
50221	S Factor 25th Anniversary Event	S Factor	Potential	03/02/2025	02/25/2025	0	Brian
50224	Strengthening the Governance Team	ASAE and The Center for Association Leadership	Potential	01/28/2026	01/25/2026	200	Liz
50226	PMA 2026 Annual Meeting	Precision Metalforming Association	Potential	03/08/2026	03/02/2026	697	Stephanie
50227	SANS Florida/ Vegas 2025	SANS Institute	Potential	01/18/2025	01/11/2025	342	Liz
50230	2025 National Encampment	Alumni of the Armed Forces of the U.S.A.	Potential	08/24/2025	08/18/2025	130	Hortensia
50231	The American Registry of Radiologic Technologists (ARRT) January 2027 BOT Meeting	American Registry of Radiologic Technologists	Potential	01/20/2027	01/16/2027	105	Tina
50232	EGA 2026 National Seminar	The Embroiderers' Guild of America (EGA)	Potential	10/14/2026	10/06/2026	1606	Tina
50233	TD SYNEX - Global Leadership Summit - Jan/Feb 2025	TD SYNEX Corporation	Potential	01/30/2025	01/25/2025	396	Tina
50236	PDM Annual Meeting 2025	Packaging Distributor Manufacturing (PDM)	Potential	02/21/2025	02/15/2025	451	Tina
50237	Mid-Atlantic Regional Leadership Meeting	Prestige on behalf of Medtronic	Potential	05/29/2024	05/28/2024	50	Tina
50238	2025 Crayola National Sales Meeting	Crayola	Potential	04/10/2025	04/04/2025	454	Hortensia
50239	Zcape Productions Alzate Tampa	Zcape Productions	Potential	04/18/2024	04/17/2024	12	Hortensia
50240	████████████████████	████████████████████	Potential	05/20/2025	05/16/2025	460	Hortensia
50242	Hack your Health- KetoCon	KetoCon	Potential	05/04/2025	05/01/2025	1450	Kayla
50243	FADSS 2025 Spring Leadership Conference	Florida Association of District School Superintendents	Potential	02/20/2025	02/17/2025	598	Kayla

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50244	Hydro Extrusion National Sales Meeting 2025	Hydro Extrusions North America	Potential	02/27/2025	02/23/2025	424	Stephanie
		COUNT: 83				SUM: 36305	



Prepared On: 05/07/2024
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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
49338	Enviornmental and Energy Committee	03/13/2024	67	02/26/2024	02/28/2024	\$58,658.29	\$1,575.54	Liz
48932	Giving Institute Spring Board Meeting 2024	03/20/2024	223	03/06/2024	03/08/2024	\$210,716.73	\$5,954.66	Brian
50223	24th Polonia World Golf Championships – Polonia Open	03/27/2024	227	03/14/2024	03/17/2024	\$239,608.28	\$5,752.55	Hortensia
50062	BSC Vascular Two Region Meeting – Rodgers & Buckner	03/13/2024	83	04/03/2024	04/05/2024	\$46,519.68	\$373.66	Hortensia
49706	Meritus Spring Partners Meeting - April 2024	03/07/2024	134	04/08/2024	04/10/2024	\$119,593.62	\$3,256.50	Kayla
49799	The Chef's Warehouse Protein Retreat (FL March 24)	03/07/2024	140	04/11/2024	04/15/2024	\$156,430.88	\$4,745.69	Hortensia
50177	[REDACTED]	03/13/2024	351	04/14/2024	04/27/2024	\$331,860.80	\$7,807.98	Hortensia
50131	ASNTR Conference 2024	03/06/2024	277	04/23/2024	04/27/2024	\$268,615.02	\$6,442.97	Kayla
50228	Florida Municipal Bond Club 2024	03/27/2024	168	04/23/2024	04/27/2024	\$186,748.72	\$4,854.50	Tina
49890	[REDACTED]	03/20/2024	600	05/13/2024	05/15/2024	\$358,921.40	\$8,767.83	Kayla
49295	ALTA Annual Internal Auditors Meeting	03/22/2024	71	05/20/2024	05/24/2024	\$34,260.98	\$299.02	Liz
50119	SEPSEA 2024 Annual Conference	03/04/2024	350	05/20/2024	05/25/2024	\$353,474.72	\$7,968.40	Kayla
47198	FHCA Nurse Leadership Program 2024	03/07/2024	734	05/26/2024	06/01/2024	\$678,959.57	\$13,611.83	Kayla
49279	[REDACTED]	03/20/2024	675	06/11/2024	06/16/2024	\$612,847.25	\$12,085.40	Kayla
50135	2024 Reunion	03/06/2024	75	06/20/2024	06/22/2024	\$56,171.60	\$1,093.81	Hortensia
49347	2024 Water Summit	03/20/2024	115	07/11/2024	07/13/2024	\$98,538.01	\$2,099.76	Kayla
49884	Central Florida Power Lunch & FSAE Board Meeting	03/06/2024	25	11/04/2024	11/05/2024	\$16,324.54	\$464.07	Kayla
49783	002POG-NBWA's Next Generation Leadership Conference	03/29/2024	650	11/10/2024	11/14/2024	\$661,397.06	\$15,746.27	Liz
49917	Kopernik Global Investors: The Super Terrific Happy Hour	03/04/2024	200	11/13/2024	11/14/2024	\$198,581.88	\$5,948.43	Kayla
50000	MLBPAA & MLAM Board Meetings '25	03/28/2024	65	01/29/2025	02/02/2025	\$72,175.74	\$2,236.42	Brian
50222	2025 Carol Carfang,Nursing & Healthcare Ethic	03/26/2024	23,294	02/24/2025	03/02/2025	\$15,979,693.41	\$539,463.76	Hortensia
49959	2025 ODVA Industry Conference and Annual Meeting of Members	03/18/2024	496	03/15/2025	03/22/2025	\$440,163.02	\$11,316.86	Brian
49249	2025 Reunion	03/13/2024	150	07/03/2025	07/06/2025	\$238,231.14	\$5,747.25	Hortensia
49666	Florida Gas Utility 2025 Annual Meeting	03/20/2024	270	10/14/2025	10/17/2025	\$242,403.74	\$7,064.50	Kayla
49594	ASC 2025 Executive Leadership Conference	03/13/2024	254	10/19/2025	10/23/2025	\$281,678.76	\$7,327.43	Liz

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49885	[REDACTED]	03/07/2024	900	10/24/2026	10/30/2026	\$874,039.42	\$21,218.55	Kayla
49532	2027 NARUC Eastern Utility Rate School	03/29/2024	909	10/01/2027	10/09/2027	\$898,291.44	\$19,977.34	Liz
	COUNT: 27		SUM: 31,503			SUM: \$23,714,905.70	SUM: \$723,200.98	



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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
47714	FADIMA 2023	02/14/2024	558	11/07/2023	11/10/2023	\$427,021.74	\$10,657.25	Brian
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
49305	ETF Team Offsite	02/02/2024	78	11/08/2023	11/10/2023	\$66,378.27	\$1,770.29	Kayla
49326	IFP Fall Managers Meeting	02/02/2024	69	11/08/2023	11/09/2023	\$58,677.17	\$1,613.47	Kayla
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

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48542	2024 CG Select	01/22/2024	486	01/14/2024	01/18/2024	\$478,747.82	\$14,054.45	Kayla
49733		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
49292	Ministry Brands Sales Kick Off	11/05/2023	30	01/16/2024	01/19/2024	\$26,298.52	\$719.30	Hortensia
48330	SGT Innovation & Leadership Summit FY24 - 40713	02/07/2024	380	01/21/2024	01/26/2024	\$333,119.63	\$9,167.20	Liz
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
50021		02/20/2024	1,006	01/26/2024	02/02/2024	\$1,032,244.57	\$21,433.20	Hortensia
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
49438	MBS Sales Conference 2024	02/20/2024	680	01/29/2024	02/02/2024	\$673,439.48	\$18,189.58	Tina
49797	ICP Group National Sales Meeting	01/04/2024	426	01/29/2024	02/01/2024	\$401,869.90	\$9,024.76	Hortensia
49582	TD SYNnex - IBM Partner Marketing Summit - January 2024	02/02/2024	231	01/30/2024	02/01/2024	\$245,782.79	\$6,452.59	Kayla
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
48014	2nd Annual PromoStandards Technology Summit and Hack-A-Thon Event	02/02/2024	615	02/04/2024	02/07/2024	\$687,084.32	\$21,135.96	Kayla
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

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
47940	FDCC Winter Meeting	02/01/2024	1,148	02/22/2024	02/29/2024	\$1,325,592.50	\$37,057.15	Hortensia
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
49338	Enviornmental and Energy Committee	03/13/2024	67	02/26/2024	02/28/2024	\$58,658.29	\$1,575.54	Liz
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
48932	Giving Institute Spring Board Meeting 2024	03/20/2024	223	03/06/2024	03/08/2024	\$210,716.73	\$5,954.66	Brian
50223	24th Polonia World Golf Championships – Polonia Open	03/27/2024	227	03/14/2024	03/17/2024	\$239,608.28	\$5,752.55	Hortensia
48424	2024 ATAE Group Benefits Focus Group Meeting	02/12/2024	34	03/20/2024	03/22/2024	\$29,147.12	\$750.87	Liz
49909	ADC IBC 2024	02/01/2024	916	03/21/2024	03/28/2024	\$851,505.48	\$20,782.96	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
50062	BSC Vascular Two Region Meeting – Rodgers & Buckner	03/13/2024	83	04/03/2024	04/05/2024	\$46,519.68	\$373.66	Hortensia
49711	NCSPA 2024 Annual Meeting	12/19/2023	185	04/05/2024	04/10/2024	\$166,004.80	\$4,384.91	Brian
48199	2024 IDFA Ice Cream Technology Conference	02/07/2024	714	04/08/2024	04/10/2024	\$786,308.92	\$22,556.05	Liz
49706	Meritus Spring Partners Meeting - April 2024	03/07/2024	134	04/08/2024	04/10/2024	\$119,593.62	\$3,256.50	Kayla
49799	The Chef's Warehouse Protein Retreat (FL March 24)	03/07/2024	140	04/11/2024	04/15/2024	\$156,430.88	\$4,745.69	Hortensia
49739		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
50177		03/13/2024	351	04/14/2024	04/27/2024	\$331,860.80	\$7,807.98	Hortensia
49379		10/12/2023	634	04/17/2024	04/21/2024	\$801,979.17	\$22,450.58	Hortensia
50131	ASNTR Conference 2024	03/06/2024	277	04/23/2024	04/27/2024	\$268,615.02	\$6,442.97	Kayla
50228	Florida Municipal Bond Club 2024	03/27/2024	168	04/23/2024	04/27/2024	\$186,748.72	\$4,854.50	Tina
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		01/24/2024	572	05/07/2024	05/12/2024	\$549,663.55	\$9,902.97	Kayla

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
48975	Chairman's Circle May 2024	02/02/2024	52	05/09/2024	05/10/2024	\$47,709.45	\$1,237.63	Kayla
49615	[REDACTED]	11/22/2023	265	05/13/2024	05/18/2024	\$219,921.02	\$5,953.84	Brian
49890	[REDACTED]	03/20/2024	600	05/13/2024	05/15/2024	\$358,921.40	\$8,767.83	Kayla
49927	2024 PASCV Molecular Virology Workshop	01/29/2024	471	05/15/2024	05/20/2024	\$542,095.77	\$13,395.04	Tina
49295	ALTA Annual Internal Auditors Meeting	03/22/2024	71	05/20/2024	05/24/2024	\$34,260.98	\$299.02	Liz
50119	SEPSEA 2024 Annual Conference	03/04/2024	350	05/20/2024	05/25/2024	\$353,474.72	\$7,968.40	Kayla
47198	FHCA Nurse Leadership Program 2024	03/07/2024	734	05/26/2024	06/01/2024	\$678,959.57	\$13,611.83	Kayla
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
49279	[REDACTED]	03/20/2024	675	06/11/2024	06/16/2024	\$612,847.25	\$12,085.40	Kayla
48366	FSFOA 2024 Summer Conference	02/02/2024	680	06/17/2024	06/21/2024	\$563,275.34	\$11,712.54	Kayla
50135	2024 Reunion	03/06/2024	75	06/20/2024	06/22/2024	\$56,171.60	\$1,093.81	Hortensia
49347	2024 Water Summit	03/20/2024	115	07/11/2024	07/13/2024	\$98,538.01	\$2,099.76	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
48897	FSOSW 2024	02/20/2024	213	08/07/2024	08/10/2024	\$175,666.16	\$3,599.40	Kayla
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
48911	PEDIG Fall Coordinator Meeting	02/02/2024	112	09/20/2024	09/22/2024	\$88,283.90	\$2,186.60	Kayla
49983	NEMA IEC SC 121A WG2	02/08/2024	30	09/22/2024	09/27/2024	\$28,115.23	\$722.64	Liz
49588	Murphy Business 2024 Educational Conference	02/02/2024	550	09/28/2024	10/04/2024	\$581,665.50	\$13,802.89	Kayla
49445	[REDACTED]	10/27/2023	640	10/01/2024	10/04/2024	\$684,930.07	\$14,929.91	Kayla
48399	REDcap Con 2024	02/09/2024	900	10/06/2024	10/10/2024	\$884,146.08	\$18,477.73	Tina
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
49146	Entrepreneurs Club - Clearwater	02/02/2024	42	10/24/2024	10/27/2024	\$43,377.65	\$1,310.10	Kayla

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
49884	Central Florida Power Lunch & FSAE Board Meeting	03/06/2024	25	11/04/2024	11/05/2024	\$16,324.54	\$464.07	Kayla
49783	002POG-NBWA's Next Generation Leadership Conference	03/29/2024	650	11/10/2024	11/14/2024	\$661,397.06	\$15,746.27	Liz
49917	Kopernik Global Investors: The Super Terrific Happy Hour	03/04/2024	200	11/13/2024	11/14/2024	\$198,581.88	\$5,948.43	Kayla
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		01/24/2024	484	12/07/2024	12/14/2024	\$581,549.92	\$13,262.56	Kayla
50033	Dynamic Essentials 2025	02/20/2024	397	01/08/2025	01/12/2025	\$398,545.13	\$7,994.22	Tina
49992		02/12/2024	375	01/11/2025	01/17/2025	\$348,256.95	\$9,683.82	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
50000	MLBPAA & MLAM Board Meetings '25	03/28/2024	65	01/29/2025	02/02/2025	\$72,175.74	\$2,236.42	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
50222	2025 Carol Carfang,Nursing & Healthcare Ethic	03/26/2024	23,294	02/24/2025	03/02/2025	\$15,979,693.41	\$539,463.76	Hortensia
49959	2025 ODVA Industry Conference and Annual Meeting of Members	03/18/2024	496	03/15/2025	03/22/2025	\$440,163.02	\$11,316.86	Brian
49779		01/24/2024	625	04/02/2025	04/05/2025	\$738,489.40	\$19,658.99	Kayla
49708	163 - 2025 National Sales Meeting - VC	02/20/2024	678	04/05/2025	04/11/2025	\$318,521.43	\$2,711.39	Brian
50034	Dynamic Essentials 2025	02/20/2024	504	04/09/2025	04/14/2025	\$590,702.94	\$14,092.94	Tina
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
45896	2025 NLC-RISC Trustees Conference	02/08/2024	680	05/14/2025	05/17/2025	\$666,814.70	\$16,790.01	Liz
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
49249	2025 Reunion	03/13/2024	150	07/03/2025	07/06/2025	\$238,231.14	\$5,747.25	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
49666	Florida Gas Utility 2025 Annual Meeting	03/20/2024	270	10/14/2025	10/17/2025	\$242,403.74	\$7,064.50	Kayla
49446		10/27/2023	640	10/18/2025	10/21/2025	\$694,096.85	\$15,001.82	Kayla
49594	ASC 2025 Executive Leadership Conference	03/13/2024	254	10/19/2025	10/23/2025	\$281,678.76	\$7,327.43	Liz
49299	2025 AgGateway Annual Meeting & Conference	10/02/2023	550	11/01/2025	11/07/2025	\$589,566.60	\$13,498.33	Liz

Lead ID	Lead Name	Definite Date	Total Room Nights Possible	Room Block Begin	Room Block End	Spending(Total)	Taxes-Local(Direct)	First Name
49471	Laboratory Products Association (LPA) - Annual Meeting 2025	02/01/2024	403	11/01/2025	11/05/2025	\$429,376.79	\$9,871.40	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
49885	[REDACTED]	03/07/2024	900	10/24/2026	10/30/2026	\$874,039.42	\$21,218.55	Kayla
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
49532	2027 NARUC Eastern Utility Rate School	03/29/2024	909	10/01/2027	10/09/2027	\$898,291.44	\$19,977.34	Liz
	COUNT: 148		SUM: 86,514			SUM: \$79,444,007.08	SUM: \$2,072,129.59	



March 2024 TDC Report

Trade Shows and Travel

Corporate Express, Woodland Hills, CA
March 4-8, 2024. Attended: Brian Hilterbrandt

Sales Calls, Washington D.C.
March 19-22, 2024. Attended: Hortensia Simmons

Meetings and Incentives, Denver, CO
March 25-29, 2024. Attended: Brian Hilterbrandt

FSAE Women’s Summit & Destinations of Florida Event, Tallahassee, FL
March 25-27, 2024. Attended: Kayla Freeman

Site Visits

Florida Club Management Association – 360 room nights

Geographic Solutions – 769 room nights

Upcoming Trade Shows and Travel

Conference Direct Diversity, Puerto Rico
May 7–10, 2024. Attending: Hortensia Simmons

XSITE-FSAE, Tallahassee, FL
May 7–9, 2024. Attending: Kayla Freeman

HelmsBriscoe APM 2024, Las Vegas, NV
May 13–17, 2024. Attending: Hortensia Simmons

MPI WEC, Louisville, KY
May 20-23. Attending: Tina Berrien & Brian Hilterbrandt

	<u>FY 2023/2024</u>	<u>FY 2022/2023</u>
LEADS IN FEBRUARY:	83	21

YEAR TO DATE	<u>FY 2023/2024</u>	<u>FY 2022/2023</u>
Total room revenue	\$79,444,007	\$52,165,641
Total definite room nights	86,514	57,180
Total county impact	\$2,072,129	\$1,219,983