



Sales Activity Summary for May 2014

CONTRACTED EVENTS DURING THE MONTH - FOR CURRENT AND FUTURE YEARS

- 1 event(s) were contracted (license agreements executed) in May 2014 representing **\$24,180** in WestWorld rental, food & beverage and parking revenues.

SALES PIPELINE

Initiated dialogue with prospect for the objective of hosting an event at WestWorld:

<u>Companies</u>	<u>Type of Events</u>	<u>Total Potential Revenue</u>
10	7 Consumer Shows 2 Special Events 1 Trade Show	\$113,600

Prospects Requested / Received a Proposal with a completed site visit:

<u>Companies</u>	<u>Type of Events</u>	<u>Total Potential Revenue</u>
13	10 Consumer Shows 3 Special Events	\$279,750

Companies have given verbal approval to receive a WW contract (license agreement) and deposit schedule. Documents are being prepared by city staff for contract execution:

<u>Companies</u>	<u>Type of Events</u>	<u>Total Potential Revenue</u>
7	6 Consumer Shows	\$764,792

Closed Deals -Signed Contracts or Expected Signed Contracts:

<u>Companies</u>	<u>Type of Events</u>	<u>Total Potential Revenue</u>
11	7 Consumer Shows 2 Special Events 2 Trade Shows	\$334,867

<u>Grand Total Potential Revenue</u>	<u>\$1,493,009</u>
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<u>Events Launching in FY 13-14</u>	<u>\$11,360</u>
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<u>Potential Events Launching in FY 14-15</u>	<u>\$1,057,449</u>
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<u>Potential Events Launching After June 30, 2015</u>	<u>\$424,200</u>
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SITE VISITS - Potential clients that toured WW: **85 Companies**

LEADS GENERATED: From Tradeshow Participation: **6 Events** - 4 Consumer Shows/2 Trade Shows

WESTWORLD

O F S C O T T S D A L E

SALES & MARKETING
UPDATE

NEW EVENTS – FIRST 75 DAYS

- Prospects who have received or requested a proposal; site visit completed
13 events - \$279,750 potential revenue
- Prospects that have provided a verbal commitment; contract in motion
7 events - \$764,792 potential revenue
- Closed deals; signed or expected signed contracts
11 events - \$334,867 potential revenue

NEW CLIENT ACQUISITION GENERATING ROOM NIGHTS

- Mercedes Benz - September 2-5, 2014
- Lincoln Motor Co. - September 16-18, 2014
- World Food Championship - Super Regionals - October 16-19, 2014
- PrepperFest - October 23-27, 2014
- Ink & Art Festival - November, 2014
- Powersports/International Motorcycle Show– November, 2014
- (Large Media Company) - January 30, 2015
- Taste of the NFL - January 31, 2015
- PrepperFest – April 2015
- Marketplace Events – October 2015
- International Sportsmen's Expo - March 2016

OFF-SEASON TARGETS

- New Equestrian Events for TNEC
 - National HS Rodeo finals, Arizona Cutting Horse Assoc., etc.
- Scottsdale's Fourth of July Celebration
- High School Graduation Ceremonies
- Indoor Concerts in North Hall
- Scottsdale Beer Palooza
- Flurry Holiday Event
- Haunted House – Starting in September
- Indoor Sporting Events (Basketball, Volleyball, Gymnastics, etc.)
- Convention Business
- Local Corporate Business
- Fitness Competitions (Crossfit, Phoenix Rise, etc.)
- Non-Profit Fundraisers

SITE VISITS – FIRST 75 DAYS

- Number of Site Visits: 85
- Site Visit Strategy: To meet with all qualified producers and planners to see how WestWorld can support and enhance their event needs, with a heavy emphasis on shoulder and off-season dates.
- If client does not select WestWorld, we will recommend other venue options in Scottsdale and make appropriate introductions. (ie: NetJets)

INCREASE MARKET SEGMENTATION

- Public/Community Events (4th of July, Haunted House, etc.)
- Consumer Shows
- Trade Shows
- Sporting Events
- Concerts— Multi-Day Festivals and Single Day
- High-Profile Corporate Events
- Non-Profit Fundraisers
- Super Bowl (2 events in contract process so far this year, 0 were held in 2008)
- Culinary Competitions

NATIONAL TRADE SHOWS COMMITTED TO IN FIRST 75 DAYS

- Meetings Quest
 - Mesa, AZ May 2014 (attended)
- National Association Consumer Shows
 - Charlotte, NC May 2014 (exhibited)
- Connect Sports Conference
 - Orlando, FL August 2014 (exhibit with SCVB)
- IMEX
 - Las Vegas October 2014 (attend)
- TEAMS Conference
 - Las Vegas November 2014 (exhibit)
- IAEE Expo Expo
 - Los Angeles, CA December 2014 (exhibit)

MARKETING TOOL UPDATES

- New Website Launched – 5.16.14
www.westworldaz.com
- Social Media Accounts for WestWorld
 - Twitter, Instagram, LinkedIn, Facebook
- Updated Logo Created 4.4.14
- Tradeshow Booth
- Toll Free Number 844.WESTWORLD
- Industry Publications Facility Listings
 - Tradeshow Executive, Tradeshow News Network, Expo Magazine
- Industry Website Facility and Calendar Listings
 - Tradeshow News Network, NACS, SCVB, Visit Phoenix, Scottsdale Chamber

HOSPITALITY ORGANIZATIONS

- Scottsdale CVB – National Sales Visits, FAMs and Events
- Visit Phoenix – Renewing Membership
- Scottsdale Chamber of Commerce
- American Marketing Association (AMA)
- Meeting Planners International (MPI)
- Society for Incentive Travel Executives (SITE)
- National Assoc. of Catering Execs. (NACE)
- International Special Event Society (ISES)
- Hospitality Sales and Marketing Association International (HSMIAI)
- Wedding and Event Network (WEN)
- Hospitality Industry Professionals (HIP)
- National Association of Consumer Shows (NACS)
- International Association of Exhibition Executives (IAEE)

WESTWORLD

TEAM ETZEL MEMBERS



Bob Brown
Director of Sales
and Marketing
WestWorld



Kelley Bolender
Sales Manager
WestWorld



Tom Etzel
Executive VP
ETZEL Agency



Paul Mardesich
COO / CFO
ETZEL Agency