

**TOP 10 GROUP EVENTS
OCTOBER 2006 - NORTH AMERICA & SELECTED MARKETS**

Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees
Data derived from reader board reports covering 684 hotels in 48 cities (metropolitan areas) across 39 states and provinces*
Total number of events surveyed for time period: 30,966

Square Footage Meeting Space Occupied – North America

	Event	Market	Sq Ft - Meeting Space Occupied
1.	High School Reinvention Symposium	Washington	339,253
2.	ITEC - 2006 Technology Conference/Tradeshaw, 23rd Anniv.	Kansas City	305,992
3.	MORGAN LEWIS & BOCKIUS ANNUAL PARTNER MEETING	Orlando	290,778
4.	TMW SYSTEMS USER GROUP	Chicago	257,733
5.	Florida Fashion Focus-Women's Apparel Show	Miami	256,800
6.	CHADD - CHADD ANNUAL CONFERENCE	Rosemont	240,467
7.	HOLIDAY MART 2006	Kansas City	226,867
8.	TMW SYSTEMS USER GROUP	Chicago	224,435
9.	AERS TECH EXCELLENCE	Chicago	217,047
10.	GAS MACHINERY CONFERENCE 2006	Oklahoma City	213,385

Square Footage Catered – North America

	Event	Market	Sq Ft – Meeting Space Catered Events
1.	GAS MACHINERY CONFERENCE 2006	Oklahoma City	200,000
2.	MORGAN LEWIS & BOCKIUS ANNUAL PARTNER MEETING	Orlando	173,853
3.	HOLIDAY MART 2006	Kansas City	125,667
4.	HIGH SCHOOL REINVENTION SYMPOSIUM	Washington	81,774
5.	AMRA: AUTOVATION 2006	Nashville	78,725
6.	TMW SYSTEMS USER GROUP	Chicago	76,985
7.	INST FAMILY CENTER CARE HOSPITALS MOVING FORWARD SEMINAR	Detroit	70,800
8.	2006 AACC - ATE CONFERENCE	Washington	64,239
9.	RONALD MCDONALD HOUSE GALA	Chicago	62,000
10.	Shawnee Mission Medical Center - Speaking of Women's Health	Kansas City	54,455

Estimated Number of Attendees – North America

	Event	Market	Est Num of Attendees
1.	GAS MACHINERY CONFERENCE 2006	Oklahoma City	6,000
2.	AMRA: AUTOVATION 2006	Nashville	4,723
3.	CLOSING THE GAP	Minneapolis	2,750
4.	"Magical Brushes"	Providence	2,497
5.	CITY OF HOPE 2006 HFI	Greensboro	2,400
6.	AFCEA - MILCOM 2006	Washington	2,247
7.	NLGI 2006 ANNUAL MEETING	Orlando	2,227
8.	ITEC - 2006 Technology Conference/Tradeshaw, 23rd Anniv.	Kansas City	2,196
9.	MORGAN LEWIS & BOCKIUS ANNUAL PARTNER MEETING	Orlando	2,141
10.	INST FAMILY CENTER CARE HOSPITALS MOVING FORWARD SEMINAR	Detroit	2,124

SELECTED MARKETS**Square Footage Meeting Space Occupied – Orlando**

	Event	City	Sq Ft - Meeting Space Occupied
1.	MORGAN LEWIS & BOCKIUS ANNUAL PARTNER MEETING	Orlando	290,778
2.	HDMA 2006 Annual Meeting	Orlando	104,870
3.	ICSC 2006 LAW CONFERENCE	Orlando	86,526
4.	AICPA - CREDIT UNION 2006	Orlando	79,840
5.	SCREAM EAST	Orlando	75,684
6.	Intuit Eclipse 2006 Users Conference	Champions Gate	74,409
7.	2006 SEDA Fall Symposium	Lake Buena Vista	71,700
8.	2006 HIGPA INTERNATIONAL EXPO	Orlando	67,754
9.	Storage Networking World	Orlando	65,594
10.	TURNAROUND MANAGEMENT ASSOCIATION	Orlando	65,247

SELECTED MARKETS (Continued)

Square Footage Catered – Orlando

	Event	City	Sq Ft – Meeting Space Catered Events
1.	MORGAN LEWIS & BOCKIUS ANNUAL PARTNER MEETING	Orlando	173,853
2.	ANA	Orlando	51,392
3.	Media Recovery National Sales Meeting And Vendor Fair	Champions Gate	45,067
4.	NLGI 2006 ANNUAL MEETING	Lake Buena Vista	37,134
5.	SRS TECHNOLOGIES	Orlando	31,392
6.	It Is Written	Orlando	30,996
7.	FIRST AMERICAN TITLE INSURANCE COMAPNY , NATIONAL COMERCIAL SERVICES	Orlando	28,800
8.	PepsiCo Team Wal-Mart -Rock Orlando 2006	Orlando	27,362
9.	NAMA NATIONAL EXPO	Orlando	26,680
10.	Intuit Eclipse 2006 Users Conference	Champions Gate	24,628

Estimated Number of Attendees – Orlando

	Event	City	Est Num of Attendees
1.	NLGI 2006 ANNUAL MEETING	Lake Buena Vista	2,227
2.	MORGAN LEWIS & BOCKIUS ANNUAL PARTNER MEETING	Orlando	2,141
3.	Storage Networking World	Orlando	2,073
4.	SYMPOSIUM ITXPO 2006	Lake Buena Vista	1,942
5.	HDMA 2006 Annual Meeting	Orlando	1,857
6.	FIRST AMERICAN TITLE INSURANCE COMAPNY , NATIONAL COMERCIAL SERVICES	Orlando	1,728
7.	NAMA NATIONAL EXPO	Orlando	1,600
8.	PAUL.WEISS	Orlando	1,512
9.	AICPA - CREDIT UNION 2006	Orlando	1,207
10.	ANA	Orlando	1,200

SELECTED MARKETS (Continued)

Square Footage Meeting Space Occupied – Los Angeles

	Event	City	Sq Ft - Meeting Space Occupied
1.	COUNCIL FOR EDUCATION IN MANAGEMENT - CA WORKERS COMP	Huntington Beach	138,100
2.	AARP.LIFE @50+	Anaheim	121,292
3.	California Community College Association for Occupational Education	Garden Grove	83,140
4.	AMS USERS GROUP - POWER USERS GROUP	Garden Grove	80,228
5.	OCCUPATIONAL THERAPY ASSOCIATION OF CALIFORNIA	Costa Mesa	61,514
6.	TENET HEALTHCARE	Huntington Beach	60,980
7.	NORTH AMERICA EDUCATIONAL FORUM ON LYMPHOMA	Los Angeles	56,950
8.	CMP MEDIA XCHANGE EVENTS	Huntington Beach	48,675
9.	WHW MINISTRIES 17TH ANNUAL CONFERENCE	Los Angeles	47,318
10.	INVESTMENT CO INST - OPERATIONS CONF	Huntington Beach	46,210

Square Footage Catered – Los Angeles

	Event	City	Sq Ft – Meeting Space Catered Events
1.	COUNCIL FOR EDUCATION IN MANAGEMENT - CA WORKERS COMP	Huntington Beach	40,000
2.	California Community College Association for Occupational Education	Garden Grove	30,240
3.	NORTH AMERICA EDUCATIONAL FORUM ON LYMPHOMA	Los Angeles	27,800
4.	MAKING A DIFFERENCE TOGETHER	Huntington Beach	25,940
5.	Indian Pharmacists Association	Garden Grove	25,870
6.	AMS USERS GROUP - POWER USERS GROUP	Garden Grove	20,172
7.	WORLD BOXING HALL OF FAME	Los Angeles	20,106
8.	MAMBO MIA CSBU YEARS OF SERVICE	Huntington Beach	20,000
9.	IHO: SALAMAT & BUI	Huntington Beach	20,000
10.	NEOCATECHUMNATE	Costa Mesa	19,650

SELECTED MARKETS (Continued)

Estimated Number of Attendees – Los Angeles

	Event	City	Est Num of Attendees
1.	AARP.LIFE @50+	Anaheim	1,425
2.	COUNCIL FOR EDUCATION IN MANAAGEMENT - CA WORKERS COMP	Huntington Beach	1,200
3.	IHO POONAM SHAH & ASHWIN DHINGRA ENGAGEMENT PARTY	Garden Grove	856
4.	Indian Pharmacists Association	Garden Grove	775
5.	OCCUPATIONAL THERAPY ASSOCIATION OF CALIFORNIA	Costa Mesa	607
6.	MOTOROLA 2006 BIOMETRIC USERS CONFERENCE	Costa Mesa	606
7.	SCREENINGWRITING EXPO 5	Los Angeles	578
8.	WHW MINISTRIES 17TH ANNUAL CONFERENCE	Los Angeles	559
9.	MAKING A DIFFERENCE TOGETHER	Huntington Beach	499
10.	TENET HEALTHCARE	Huntington Beach	499

The Knowland Group provides detailed reports on events within a client's competitive set of hotels to over 230 hotels across the United States and Canada. Details include: meeting planner contact information, previous event and size details on all groups surveyed, detailed overview of group's experiences including any complaints or issues, actual size of event (number of room nights actualized), date of group's next event, property selection decision date(s) and/or process(s) (including RFP details if relevant), size of next event, existence of any relationships (contractual and/or personal) with incumbent and/or other hotel(s) and any additional information requested by client.

For more details on expanding your group sales revenue – contact the Knowland Group today online: www.KnowlandGroup.com or by phone: 202.842.9244

*Data are derived from the Knowland Group's national reader board service. Hotels surveyed are determined by request from Knowland Group clients. Data do not represent a scientific study. Estimated number of attendees is based on size of meeting rooms occupied and, where possible to determine, configuration of rooms and does not necessarily correspond to room nights actualized. Data on catered events are determined by function descriptions. Single instance events, such as weddings, although included in client reports, or omitted here. Certain oversized properties, including conference and convention centers, although included in client reports if requested, are omitted here.