

The Knowland Group Inc
TOP 10 GROUP EVENTS : Jun 01, 2009 - Jun 30, 2009

National Markets; Philadelphia, PA

Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees

Square Footage Meeting Space Occupied

	Event Name	Property	Total Sq. Ft Occupied
1	Ken Chertow's Gold Medal Wrestling Camp	Crowne Plaza Denver International Airport	693,000
2	Professional Media Group - Educomm June 2009	Ritz Carlton Grande Lakes Orlando	507,758
3	Bloomington Gold/ Mecum Auction Events	Pheasant Run Resort & Spa	464,514
4	Annual Officers Camp	Hyatt Regency Houston	381,611
5	Uniformed Services Environmental Health Assn	Hyatt Regency Atlanta	364,410
6	Am Medical Association	Hyatt Regency Chicago	358,796
7	39th National Conference On Student Assessment	Westin Bonaventure Hotel and Suites Los Angeles	328,817
8	The Kellogg Company	Sheraton Chicago Hotel & Towers	314,933
9	2009 VA Golden Age Games	Sheraton Birmingham	278,740
10	2009 Lowrey Home Organ Holiday	Crowne Plaza Chicago O'Hare	266,123

Square Footage Catered

	Event Name	Property	Total Sq. Ft Catered
1	GYLC / Global Young Leaders Conference	Sheraton National Hotel	232,375
2	Unite Here 2009	Sheraton Chicago Hotel & Towers	140,000
3	AES Global Development Meeting	The Broadmoor	122,025
4	Sears Road Show	Pheasant Run Resort & Spa	93,928
5	American Advertising Federation 2009 Conference	Marriott Crystal Gateway	88,168
6	What 's Right In Healthcare	Hyatt Regency Chicago	77,136
7	The 10th International Isotope Symposium	Hilton Chicago & Towers	75,000
8	Institute of Internal Auditors 2009 Financial Service Conf	Renaissance Orlando Resort at SeaWorld	72,576
9	The Aesthetic Show 2009	Caesars Palace	72,520
10	Florida Higher Education Summit	Doubletree at the Entrance to Universal Orlando	70,297

Estimated Number of Attendees

	Event Name	Property	Attendees
1	Uniformed Services Environmental Health Assn	Hyatt Regency Atlanta	8,274
2	IGI & S	Sheraton Downtown (frmly. Adams Mark)	5,875
3	AM Soc Safety Engineers	Grand Hyatt San Antonio	5,094
4	2009 VA Golden Age Games	Sheraton Birmingham	4,425
5	What 's Right In Healthcare	Hyatt Regency Chicago	4,200
6	Professional Media Group - Educomm June 2009	Ritz Carlton Grande Lakes Orlando	3,283
7	AES Global Development Meeting	The Broadmoor	3,078
8	Chicago Public Schools - Awards Banquet	Sheraton Chicago Hotel & Towers	2,645
9	American Society of Clinical OnCology	Hilton located in the WALT DISNEY WORLD Resort	2,529
10	Nestle Purina NPSG National Meeting	Renaissance Grand St. Louis	2,523

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Square Footage Meeting Space Occupied, Square Footage Catered, Estimated Number of Attendees

SELECTED MARKET : Philadelphia, PA-NJ

Square Footage Meeting Space Occupied :Philadelphia, PA-NJ

	Event Name	Property	Total Sq. Ft Occupied
1	Chorus America	Hyatt Regency Philadelphia at Penn's Landing	48,256
2	Oracle BI Forum	Crowne Plaza Philadelphia Valley Forge	33,600
3	Lockheed Martin - BST	Renaissance Philadelphia Airport	30,800
4	Group Underwriters - 2009 Annual Meeting	Ritz Carlton Philadelphia	27,389
5	The Voice Foundation	Westin Philadelphia	26,370
6	Amgen, Inc	Embassy Suites PHL Airport	24,152
7	Target Corporation	Sheraton Suites PHL Airport	16,858
8	Northwestern Univ School Of Police Staff & Command	Radisson Hotel Philadelphia Northeast	15,000
9	Foundation for Individual Rights in Education (FIRE)	Doubletree Philadelphia Downtown	10,530
10	Harmony - ECRF Demonstration Board Meeting	Sofitel Philadelphia	9,978

Square Footage Catered :Philadelphia, PA-NJ

	Event Name	Property	Total Sq. Ft Catered
1	AAUP Annual Meeting	Loews Philadelphia Hotel	32,988
2	Philadelphia Bar Association - Quarterly Luncheon	Park Hyatt Philadelphia at the Bellevue	11,616
3	Direct Service Worker Awards	Sofitel Philadelphia	9,278
4	Target Corporation	Sheraton Suites PHL Airport	9,066
5	Bethel Deliverance International Men's Breakfast	Marriott Philadelphia Airport	8,640
6	SDI'S 2009 Annual Solutions & service Forum	Westin Philadelphia	8,146
7	Foundation for Individual Rights in Education (FIRE)	Doubletree Philadelphia Downtown	7,677
8	YMCA Event	Ritz Carlton Philadelphia	7,452
9	Blessed Moving Women	Embassy Suites PHL Airport	6,154
10	2009 Postsecondary Disability Training Institute	Sheraton Society Hill Hotel	2,052

Estimated Number of Attendees :Philadelphia, PA-NJ

	Event Name	Property	Attendees
1	American Diabetes Association Father Of the Awards	Loews Philadelphia Hotel	801
2	Lockheed Martin - BST	Renaissance Philadelphia Airport	522
3	Fatherhood Reception	Hyatt Regency Philadelphia at Penn's Landing	478
4	Murano Condominium Auction	Westin Philadelphia	474
5	Amgen, Inc	Embassy Suites PHL Airport	445
6	Group Underwriters - 2009 Annual Meeting	Ritz Carlton Philadelphia	242
7	2009 Oracle Transportation Management Conference	Doubletree Philadelphia Downtown	226
8	Bethel Deliverance International Men's Breakfast	Marriott Philadelphia Airport	215
9	Target Corporation	Sheraton Suites PHL Airport	194
10	Keystone Foods	Sheraton Society Hill Hotel	172

Data derived from reader board reports covering hotels in 59 metropolitan areas across 39 states and provinces.

The Knowland Group™ provides detailed reports on events within a client's competitive set of hotels to over 700 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: 410.860.2270

*Data are derived from the Knowland Group's™ READERS™ - hotel 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.