

Knowland Group Inc

TOP 10 GROUP EVENTS :Nov 01,2008 - Nov 30,2008

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

SELECTED MARKET : San Francisco/San Mateo, CA

Square Footage Meeting Space Occupied :San Francisco/San Mateo, CA

	EventName	Property	Total Sq.Ft Occupied
1	Adobe Max 2008 User Conference	Marriott San Francisco	222,904
2	Women in Leadership Summit	Hyatt Regency San Francisco	117,677
3	Web 2.0 Summit 2008	Palace Hotel San Francisco	109,156
4	American Anthropological Association	Hilton San Francisco	98,734
5	Self Help Coalition	Portola Plaza Hotel at Monterey Bay	98,000
6	Sundance 2008	Holiday Inn Golden Gateway	94,474
7	QCon	Westin San Francisco Market Street	65,560
8	CNS - 37th Annual Meeting	Hyatt Regency Santa Clara	64,925
9	California Association for Adult Day Services (CAADS)	Cathedral Hill Hotel	62,908
10	Ca Integrated Waste Management Board / Lea 2008	Marriott Napa	61,556

Square Footage Catered :San Francisco/San Mateo, CA

	EventName	Property	Total Sq.Ft Catered
1	Credit Union League 2008 Annual Meeting and Convention	Marriott San Francisco	41,461
2	California Transit Assoc. & Calact	Portola Plaza Hotel at Monterey Bay	40,090
3	CNS - 37th Annual Meeting	Hyatt Regency Santa Clara	31,790
4	California-Asia Business Council	Ritz-Carlton SFC	28,600
5	QCon	Westin San Francisco Market Street	22,170
6	Fish and Richardson PC	Sofitel San Francisco Bay	21,120
7	University Of Southern California	Westin St. Francis	21,020
8	AOPA Expo Convention & Trade Show	Marriott San Jose	20,240
9	Women in Leadership Summit	Hyatt Regency San Francisco	18,493
10	Ca Integrated Waste Management Board / Lea 2008	Marriott Napa	16,896

Estimated Number of Attendees :San Francisco/San Mateo, CA

	EventName	Property	Attendees
1	Adobe Max 2008 User Conference	Marriott San Francisco	1,386
2	California Transit Assoc. & Calact	Portola Plaza Hotel at Monterey Bay	1,176
3	California-Asia Business Council	Ritz-Carlton SFC	1,050
4	University Of Southern California	Westin St. Francis	990
5	Peak Potentials Training Intl	Hyatt Regency San Francisco Airport	967
6	American Anthropological Association	Hilton San Francisco	826
7	Everything Channel Xchange Tech Innovator	Fairmont San Jose	807
8	Sundance 2008	Holiday Inn Golden Gateway	726
9	Cotta / Leo Wedding	Monterey Plaza Hotel & Spa	647
10	National Semiconductor	Marriott Santa Clara	631

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

SELECTED MARKET : Boston, MA

Square Footage Meeting Space Occupied :Boston, MA

	EventName	Property	Total Sq.Ft Occupied
1	New England Magic Collectors Association	Doubletree Hotel Boston Westborough	60,016
2	The Job Shop Company Inc	Best Western Royal Plaza Hotel & Trade Center	49,090
3	MIT Sloan CFO Summit	Marriott Boston Newton	34,097
4	VFW Eastern States Conference	Marriott Boston Burlington	28,912
5	Simplex Grinnell: Northeast Sales Meeting	Crowne Plaza Worcester	25,760
6	ACS Christmas Party	Holiday Inn Mansfield Foxboro	23,220
7	Raytheon	Hyatt Harborside at Boston's Logan Int Airport	22,758
8	Massachusetts Medical Society	Westin Hotel Waltham Boston	21,487
9	Pine Printing	Sheraton Framingham Hotel	18,348
10	Needham Business Association Annual Dinner	Sheraton Needham Hotel	13,200

Square Footage Catered :Boston, MA

	EventName	Property	Total Sq.Ft Catered
1	ACS Christmas Party	Holiday Inn Mansfield Foxboro	23,220
2	Diwali Celebration	Doubletree Hotel Boston Westborough	19,208
3	Bock Bar Mitzvah	Westin Hotel Waltham Boston	17,976
4	Goffstein Bar Mitzvah	Marriott Boston Newton	16,280
5	Simplex Grinnell: Northeast Sales Meeting	Crowne Plaza Worcester	13,068
6	MA SkillsUSA	Best Western Royal Plaza Hotel & Trade Center	12,720
7	Suzanne Weisberg Bat Mitzvah	Sheraton Needham Hotel	11,880
8	DEOS Animation Studios - Launch of wonderworldtv.com	Marriott Boston Burlington	9,000
9	Dover Della Meeting	Hyatt Harborside at Boston's Logan Int Airport	8,850
10	Pine Printing	Sheraton Framingham Hotel	8,118

Estimated Number of Attendees :Boston, MA

	EventName	Property	Attendees
1	International Gem&Jewelry Show	Best Western Royal Plaza Hotel & Trade Center	1,186
2	Bock Bar Mitzvah	Westin Hotel Waltham Boston	816
3	New England Magic Collectors Association	Doubletree Hotel Boston Westborough	470
4	ACS Christmas Party	Holiday Inn Mansfield Foxboro	464
5	Suzanne Weisberg Bat Mitzvah	Sheraton Needham Hotel	448
6	Goffstein Bar Mitzvah	Marriott Boston Newton	417
7	Military Ball Us Marine Corp	Crowne Plaza Worcester	391
8	YoungStartup - Venture Summit	Marriott Boston Burlington	273
9	Raytheon	Hyatt Harborside at Boston's Logan Int Airport	249
10	Demons Youth Hockey Comedy Night	Doubletree Hotel Milford (formerly Sheraton Hotel)	234

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.