



*HelmsBriscoe is the hospitality industry's leading site selection and conference resource firm.  
We know the challenges of hotel procurement firsthand and offer a cost-effective solution.*

#### The Agreement...

Once ASHRAE Host Chapter General Chair submits the completed "ASHRAE CRC New Meeting Request Form" to Susan Francois at HelmsBriscoe ([SFRANCOIS@HELMSBRISCOE.COM](mailto:SFRANCOIS@HELMSBRISCOE.COM)), she will begin the initial site selection search. Please note the services Helms Briscoe (HB) provides are complimentary as they are compensated by the hotel chosen via a placement fee on actualized room revenue. Over the last five years, HB booked \$5.6 billion in room revenue, 28 million room nights and nearly 200,000 programs by over 1400 HB associates in 55 countries, they are able to negotiate competitive contracts worldwide. They do not represent any hotels, but instead would represent AHSRAE in all dealings.

#### The Requirements...

AHSRAE will provide the requirements for the program, such as possible locations, preferred dates, conference specifications, sleeping rooms, history and any other details that are pertinent to the initial search in the ASHRAE CRC New Meeting Request Form.

#### The Research...

HB will search our database of over 300,000 venues, which includes comments from other HB associates and meeting planners. We will compare these results to other internet sites. We will also check for any special deals available to HB representatives only, to see if any match AHSRAE's requirements.

#### Sending the RFP...

HB will summarize your requirements in the form of a hotel lead sheet to be sent to all appropriate hotels via our online platform. Together, AHSRAE and HB will set a deadline for the hotels to respond with their proposals. Once received, HB will summarize all of the information into matrix form and send the AHSRAE representative the results of the search.

#### Narrowing the decision...

It's time to narrow the initial search. HB will access its database to gather information on any and all hotels being considered. AHSRAE will select the hotel(s) that are of interest. HB will also arrange all the details for a site inspection if requested by local Host Chapter.

#### The Final Contender...

AHSRAE selects the hotel of choice and we move to the contract stage.

#### Negotiations...

HB will review the first draft of the contract from the hotel, scrutinize the pertinent clauses and make favorable changes. Additionally, HB will ask for special concessions based on the host chapter's needs (which could include comp wifi, reduction in F&B costs, etc). Please note that HB is not a legal representative but HB will make recommendations and suggestions based on industry knowledge. The edited version of the contract will be sent back to the hotel for consideration and HB will negotiate until a final agreement has been reached. At that time, AHSRAE will receive a final copy for signature.

#### Your Hotel has been Selected...

The process is complete and it is time for AHSRAE to begin working directly with the hotel to detail the meeting. HB will be there to assist with any contractual challenges and will remind you of important dates in your contract (room/space review dates, cut-off, etc) as they come up. HB will also monitor online rates ensuring that your negotiated rate is still the best rate available. HB will track pick-up once registration opens and submit to General Chair pace reports so we can ensure you are picking up your block. Finally, HB will request the meeting's history (room pick-up, F&B spend, etc) at its conclusion and track this year-to-year to help with future negotiations.

*HelmsBriscoe*  
*Susan Francois*  
[sfrancois@helmsbriscoe.com](mailto:sfrancois@helmsbriscoe.com)  
813.679.8316