

DELIVERING EXTRAORDINARY EXPERIENCES



# ABOUT ADI

ADI is a global incentive travel, meetings and event management company with a passion for connecting top achievers and customers with your brand, your company and your management.

Since 1982, we continue to produce extraordinary experiences for some of the world's largest companies. Is your job to deliver business meetings and incentive travel programs that impact your customers, employees and stakeholders?

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**From event concept and planning through execution, ADI drives project management for your high stake events.**

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**Incentive travel is not just for sales.**

Of companies that run awards programs, 53% use incentive travel to recognize sales, 43% to recognize employees, 33% to recognize channel partners, and 27% to recognize customer loyalty.

*Incentive Federation*

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# LOCATION, LOCATION, LOCATION

Overwhelmed by the possibilities? One of your first important decisions is the event location. This sets the tone to the authenticity of your event. ADI anticipates your every need before you even begin to envision it, simplifying the possibilities.

**Giving you global familiarity.** ADI has produced meetings and incentives in over 60 countries

**Providing you first-hand experience.** ADI has visited or produced events at over 3,000 hotel properties globally

**Saving you time.** ADI has access to 100,000+ properties at our fingertips for immediate sourcing

## SITE SELECTION & SOURCING

Our global relationships with brands, chains and venues is a priceless benefit to you. At ADI, we send the Requests for Proposals, track down the answers, follow-up with the hotels or event venues, and manage the entire site selection process for you at the most favorable terms possible.

**Save you valuable internal staff time and money by sourcing your venue search and selection process**

**Leverage our buying power to secure competitive rates**

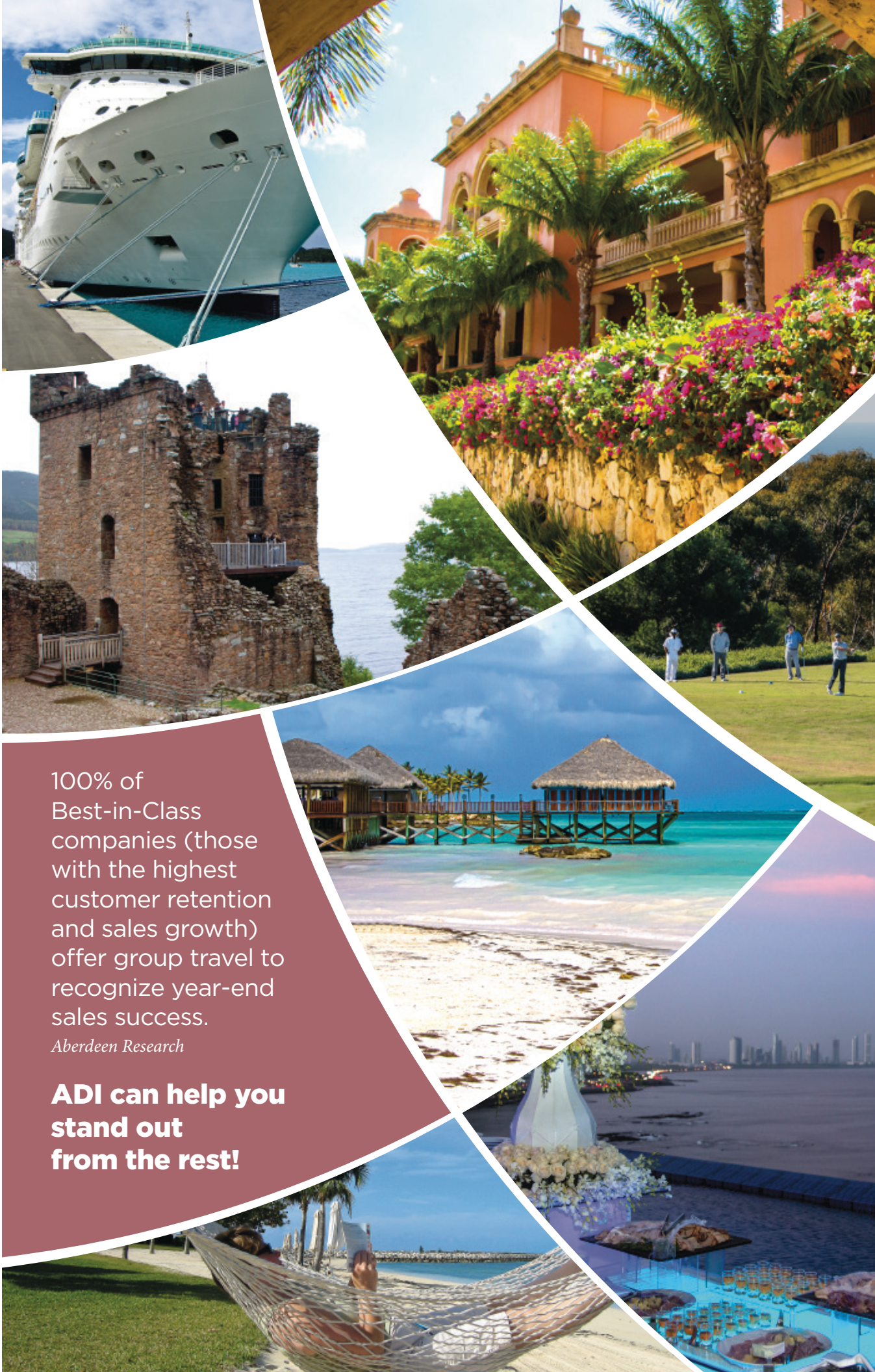
**Finding ‘out of the box’ programs and unique venues with a spotlight on the local experience**

**Knowledge of what destination trends favor ‘value for money’ locations**

## CONTRACT NEGOTIATION

ADI will position your program with the best opportunities for negotiable terms and costs. We’re experts at contract content and standard industry clauses minimizing your risk and liability.

“With always our best interest in hand, ADI works to find unique locations, negotiate fair contracts, and produce exceptional programs to fit our budget. This results in a partnership with spectacular results for us and our attendees.”  
~ CEO, Insurance Company



100% of Best-in-Class companies (those with the highest customer retention and sales growth) offer group travel to recognize year-end sales success.

*Aberdeen Research*

**ADI can help you stand out from the rest!**



# CREATE YOUR EXPERIENCE

## BRANDING PROMISE

Creating a unique brand experience is our focus and commitment. Our global operations are driven by the fundamental passion for working with you to provide an authentic experience everywhere and developing that strategic message and theme to align with your objectives.

- Finding that magical blend of your culture and the purpose of your event with a distinctive sense of the destination
- Interweaving creative themes and logo graphics into all your electronic marketing and printed collateral, website and mobile apps, travel documents, event signage, room gifts and amenities
- Customizing opportunities for attendees to experience extraordinary ‘bucket-list’ moments that will give them new bragging rights after your event
- Enriching the attendee experience with creative event environments

“The property and events worked perfectly for our qualifiers, and the business meetings and evening dinners delivered the right message to our customers. Your team is first rate, they exceeded expectations.”  
~ President/CEO, Financial Company

## GLOBAL EXPERIENCES

**Attendee Experience:** It’s the holy grail of meeting and incentive travel planning. With attendees spanning several generations, diverse cultures and the expectation of personalization the norm, ADI curates once-in-a-lifetime experiences that leave your attendees informed, inspired and ultimately ready to build on business objectives.

- Place** – unique locales and authentic experiences to draw attendees into local culture and engage with the community
- Unity** – group activities to build better relationships between customers, employees and management
- Exclusivity** – complete buy-outs of venues and hotels to maximize attendee engagement
- Individuality** – customized adventure levels and cultural interests
- Philanthropy** – facilitate activities between local charities and your company
- Wellness** – incorporate body, mind and soul in activities so attendees return from your program refreshed and inspired





# COORDINATION & CONTROL

Tasked with controlling the chaos? Coordinating the variety of details and logistics requires an army of suppliers and vendors. Think of us as your command central for strategically planning and managing all interactions with suppliers for the goods and services needed to ensure your objectives are met. Program Managers working on all your logistical details are also Certified Meeting Professionals (CMP), a credential recognized globally as the badge of excellence in the events industry.

- Air Reservations

Ground Transportation

Audio-Visual and Production

Entertainment and Speakers
- Tours and Activities

Off-Site Events

Gift and Amenity Selections

Event Decor

“The ADI events team keeps everyone going forward with a calm and positive “we can do this” attitude and it is contagious.”  
~ Regional Sales Manager, Hotel

## FOOD & BEVERAGE MANAGEMENT

Keeping up with all the latest dietary requests? Customizing menus for individual events and then producing it for five, 500 or 5,000 people are a few examples of ADI's proficiency in managing food and beverage. We keep current with culinary trends, source locally and seasonally when possible, and provide healthy regional cuisine for your event.

- Excite attendees with Instagram worthy food displays
- Implement quantity standards for your attendee demographic
- Assure service staff to attendee ratio expectations
- Negotiate meal packages with non-inclusive properties
- Configure room set-ups to maximize square footage
- Create table settings and dynamic scenery to appeal to the kinetic senses
- Control onsite beverage consumption to pre-budgeted costs





# DELIVERY

“ Wonderful and memorable trip with attention to detail and 1st class service! ”  
~ Attendee, Insurance Incentive Program

## WHITE GLOVE GUEST SERVICE

Worried about the level of service your attendees and VIPs will receive? White-glove service is the ADI way. Our professional meeting and event managers oversee all aspects of onsite program logistics and are prepared for handling challenges or emergencies in a highly trained customer centric manner.

Airport arrivals welcomed with kid gloves by our ground coordinators, drivers and hospitality staff

Hospitality and registration professionals follow up on all your attendees' needs and requests

Ensure hotel check-in and luggage delivery is controlled with efficiency

Group functions are advanced for open-door readiness and overseen for operational perfection

Activity and tour counts are reconfirmed in advance with each vendor

Room amenity deliveries are verified

Daily banquet checks and program charges are audited

Pre and post meetings with hotel and suppliers ensures smooth execution



## FINANCIAL MANAGEMENT & CLOSE-OUT

We take the entrustment of your fiscal investment very seriously. Our fiduciary best practices, secure audit procedures, and financial stability gives you the security you desire and deserve. We are committed to adhere to the agreed budget and will offer opportunities of saving money or even make recommendations towards receiving greater value or impact for minimal increases or substitutions of originally budgeted items.

When it comes to your human capital, we safeguard your people, information and property at your meetings or events. ADI prepares a custom risk management plan for every program including emergency preparedness and communication chain.

Line-itemized budget development and management

Manage all payables to suppliers, venues and contractors

Accounting preparation of final billing and budget reconciliation

Cost savings, cost avoidance and negotiated savings analysis

Post-event performance evaluation

Continue fostering relationships with attendees after event with surveys, digital recaps and thank you's



ADI averages 20% cost savings and cost avoidance on all programs



# INNOVATION & INSPIRATION

## EMBRACING TECHNOLOGY

Need relief from the stress and detail of attendee registration? ADI seamlessly registers over 60,000 attendees for one trade show annually, but our scalable technology and services support events from 100 – 100,000 attendees. We use the most effective and robust tools specific to the meetings industry for attendee and project management.

Mobile app options provide you with a huge PR opportunity pre, during and post event to drive your messaging and guest participation the right way.

- Make a positive first impression on your attendees with a comprehensive registration website
- Promote event messaging that drives attendance and engages excitement
- General Data Protection Regulation (GDPR) compliant data safety and security
- Realtime management and reporting of air reservations, room inventories, attendance and costs

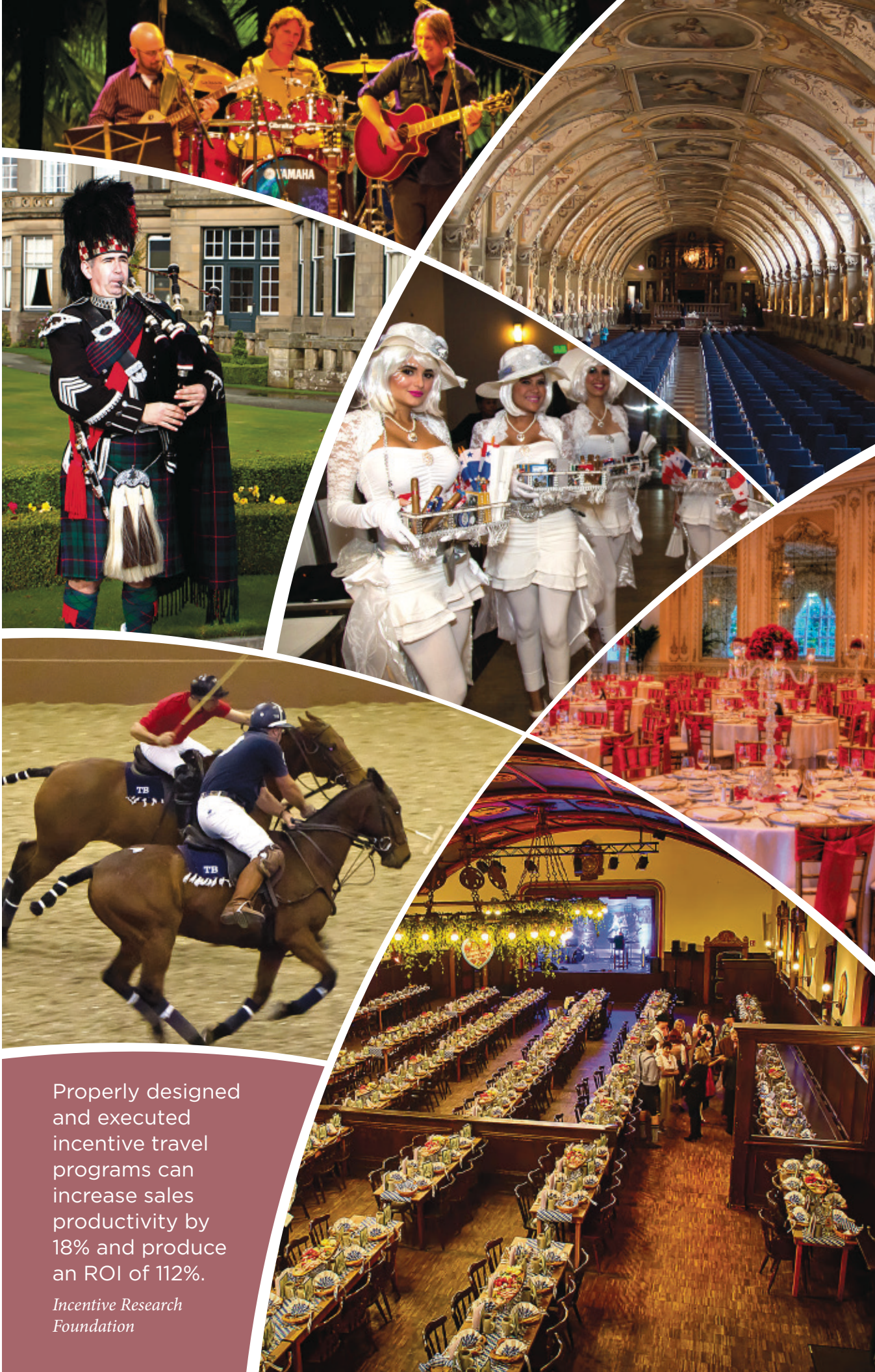
## ENVIRONMENTAL DESIGN

From multi-day load-ins to quick lighting adjustments, or oceanside living rooms to elaborately adorned ballrooms, ADI designs jaw-dropping environments aligned with your event goals, where attendees are engaged, productive and inspired.

## ENTERTAINMENT & SPEAKERS

Booking the right speaker or entertainer can be based on their celebrity status, topic knowledge, business insight or emotional connection to your audience. ADI finds that perfect enrichment for your event and provides turn-key production service and pricing.

Name Entertainers	National Speakers	Comedians
Local Bands	Celebrity Chefs	Sports Figures



Properly designed and executed incentive travel programs can increase sales productivity by 18% and produce an ROI of 112%.

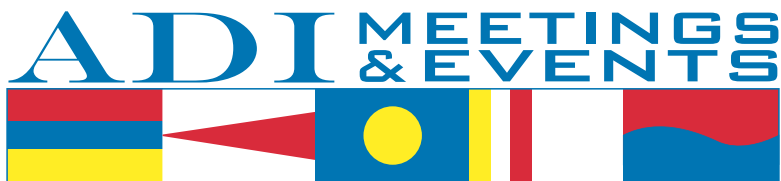
*Incentive Research Foundation*





*Experience*  
**EXTRAORDINARY**





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