

# MEETINGS & CONVENTIONS

## October 2021 TDC Report

Prepared by: Suzanne Hackman, Vice President of Business Development

### TRADE SHOWS AND TRAVEL

Conference Direct CDX, Oklahoma City, OK  
October 26 – 29, 2021 Attended by: Tina Berrien

Connect Faith, Round Rock, TX  
October 26 – 29, 2021 Attended by: Hortensia Simmons

### 23 DEFINITE GROUPS FOR OCTOBER 2021

Group Name	Total Room Nights Possible	Room Block Begin	Room Block End
American Coal Council	162	2/25/2022	3/1/2022
Books at the Beach	297	10/21/2021	10/24/2021
M3 Enterprising Hospitality	700	6/10/2022	6/15/2022
Confidential	488	1/24/2023	1/28/2023
CCS Medical	108	1/17/2022	1/19/2022
Weddings	25	11/4/2021	11/7/2021
Confidential	1745	11/8/2026	11/15/2026
Raymond James Financial, Inc.	223	10/20/2021	10/23/2021
AMI - Advanced Medical Integration	20	10/21/2021	10/22/2021
Henkel Corporation (CT)	576	2/5/2022	2/12/2022
Destination Cles LLC	66	12/26/2021	1/1/2022
National Association of Extradition Officials	461	5/28/2023	6/4/2023
Dialysis Clinics, Incorporated (DCI)	2158	10/17/2023	10/25/2023
ExlService Technology Solutions, LLC	432	9/23/2021	10/3/2021
Physicians Business Solutions	30	8/25/2022	8/27/2022
AMI - Advanced Medical Integration	20	12/9/2021	12/10/2021
HSS Systems, LLC	20	12/6/2021	12/7/2021
AMI - Advanced Medical Integration	20	11/11/2021	11/12/2021
Apple Moving	60	1/26/2022	1/27/2022
Weddings	59	10/7/2021	10/10/2021
AMI - Advanced Medical Integration	20	10/7/2021	10/8/2021
Habitat for Humanity - Pinellas Chapter	207	11/14/2021	11/17/2021
AMI - Advanced Medical Integration	20	9/16/2021	1/0/1900

**TOTAL DEFINITE ROOM NIGHTS FOR OCTOBER: 7,917**

**91 LEADS DISTRIBUTED FOR OCTOBER 2021**

Group Name	Total Room Nights Possible	Room Block Begin	Room Block End
HelmsBriscoe - MASTER	363	1/10/2022	1/12/2022
Pawtree	140	1/10/2023	1/13/2023
Alex J Moscow	480	2/6/2022	2/12/2022
Hospitality Performance Network Global (HPN)	145	3/5/2022	3/10/2022
Universal Miss	1095	7/14/2023	7/22/2023
Wilmington FRA	137	2/26/2022	3/1/2022
TIAA	170	2/14/2022	2/16/2022
Southern Association of Independent Schools (SAIS)	312	6/25/2023	6/28/2023
HCA	22	11/17/2021	11/18/2021
McLeod Software	2720	9/13/2024	9/18/2024
NATIONAL NON-PROFIT MINORITY ASSOCIATION	220	10/13/2022	10/17/2022
National Association of Personnel Services	546	9/15/2022	9/21/2022
Diocese of St. Petersburg	619	5/11/2025	5/14/2025
Global AgInvesting	800	4/22/2023	4/27/2023
New York Life Insurance Company- NY	555	4/24/2022	4/28/2022
Tufin	480	5/1/2022	5/5/2022
Zurich NA	75	11/15/2021	11/17/2021
ConferenceDirect - MASTER	242	1/10/2022	1/13/2022
Hospitality Performance Network Global (HPN)	80	1/31/2022	2/1/2022
Land O' Lakes, Inc.	330	9/10/2022	9/16/2022
Illinois Tool Works, Inc.	77	2/6/2022	2/10/2022
Hospitality Performance Network Global (HPN)	720	2/17/2023	2/27/2023
Hospitality Performance Network Global (HPN)	380	2/17/2023	2/27/2023
Hospitality Performance Network Global (HPN)	39	5/1/2022	5/4/2022
Owens Corning	599	4/23/2022	4/28/2022
United Healthcare Services, Inc.	15	12/1/2021	12/1/2021
National Electrical Manufacturers Association and Medical Imaging Manufacturers mag	16	3/7/2022	3/8/2022
National Electric Manufacturers Association	24	2/14/2022	2/16/2022
National Electric Manufacturers Association	24	2/21/2022	2/22/2022
Flagstar Bank	30	12/6/2021	12/9/2021
Insurance Industry Committee on Motor Vehicle Administration (IICMVA)	112	10/15/2023	10/19/2023

Syntegon Technology Services, LLC	234	1/9/2022	1/13/2022
The Heritage Foundation	900	5/14/2022	5/20/2022
US Coast Guard	4720	11/16/2021	1/13/2022
Hospitality Performance Network Global (HPN)	200	6/21/2023	6/25/2023
Hospitality Performance Network Global (HPN)	230	2/6/2022	2/9/2022
Confidential	33	11/9/2021	11/12/2021
Hospitality Performance Network Global (HPN)	750	1/16/2022	1/26/2022
Bad Boy Mowers	244	7/9/2022	7/12/2022
CWT Meetings & Events for Amazon	4	11/15/2021	11/16/2021
RxBenefits	20	2/26/2022	2/27/2022
Ashland	180	12/1/2021	12/2/2021
ConferenceDirect - MASTER	50	6/2/2022	6/3/2022
MiTek Inc.	10	12/5/2021	12/5/2021
Confidential	1079	5/31/2025	6/10/2025
Confidential	1129	6/1/2024	6/10/2024
Docs 4 Patient Care Foundation	422	4/27/2022	4/30/2022
Solution Tree	240	1/12/2022	1/16/2022
Office of the State Courts Administrator (OSCA)	100	2/9/2022	2/10/2022
Vanguard Cleaning Systems	135	1/31/2023	2/4/2023
HARTMANN USA Inc.	45	4/19/2022	4/23/2022
Hospitality Performance Network Global (HPN)	165	12/7/2022	12/11/2022
Arrowhead Conferences and Events	48	6/1/2022	6/4/2022
Investment News	262	3/1/2022	3/4/2022
Maritz Travel-Philadelphia	552	1/7/2022	1/14/2022
New York Life Insurance Company- NY	182	3/26/2022	3/31/2022
American Booksellers Association	3607	2/3/2023	2/10/2023
Novo Nordisk Inc.	146	9/12/2022	9/15/2022
IMMUCOR	313	2/6/2022	2/9/2022
American Cancer Society	114	2/1/2022	2/2/2022
BASF Corporation	34	12/8/2021	12/9/2021
Rotary District 6950	375	4/6/2023	4/9/2023
Confidential	187	9/26/2022	10/1/2022
ExlService Holdings, Inc.	630	1/30/2022	2/3/2022
Subaru of America, Inc.	176	1/26/2022	1/27/2022
Tory Burch	165	2/28/2022	3/2/2022
HelmsBriscoe - MASTER	90	9/25/2022	9/27/2022
HelmsBriscoe - MASTER	160	6/10/2022	6/11/2022
eventPower	63	1/4/2022	1/6/2022
HelmsBriscoe - MASTER	75	10/6/2022	10/8/2022
Hospitality Performance Network Global (HPN)	108	12/6/2021	12/9/2021
Hospitality Performance Network Global (HPN)	600	4/7/2022	4/11/2022

Sulpher Institute	330	5/6/2022	5/12/2022
Public Affairs Council	1056	3/5/2023	3/9/2023
Mettler-Toledo, LLC	190	2/6/2022	2/10/2022
CHS, Inc.	480	1/29/2023	1/31/2023
International Lyme and Associated Disease Specialists	761	10/9/2022	10/15/2022
Vision Council of America	645	1/21/2023	1/26/2023
HelmsBriscoe - MASTER	60	5/4/2022	5/7/2022
Sport Marketing Association	280	10/24/2023	10/27/2023
Hospitality Performance Network Global (HPN)	305	10/31/2022	11/5/2022
HelmsBriscoe - MASTER	60	1/14/2022	1/15/2022
Vector Solutions	618	1/9/2022	1/13/2022
Hospitality Performance Network Global (HPN)	105	2/28/2022	3/3/2022
NHS Global Events	610	5/15/2022	5/19/2022
Hospitality Performance Network Global (HPN)	120	2/9/2022	2/12/2022
Hospitality Performance Network Global (HPN)	545	9/19/2022	9/23/2022
Hospitality Performance Network Global (HPN)	36	3/11/2022	3/16/2022
Florida Education Association	1074	6/4/2022	6/10/2022
Right at Home	43	2/21/2022	2/24/2022
Abbott Laboratories	241	1/29/2022	2/3/2022

**TOTAL POSSIBLE ROOM NIGHTS FOR OCTOBER 2021: 37,903**

	<u>FY 2021/2022</u>	<u>FY 2020/2021</u>
<b>LEADS IN OCTOBER:</b>	<b>91</b>	<b>1</b>
<b>YEAR TO DATE</b>	<u>FY 2021/2022</u>	<u>FY 2020/2021</u>
<b>Total room revenue</b>	<b>\$ 1,756,608</b>	<b>\$539,544</b>
<b>Total definite room nights</b>	<b>7,917</b>	<b>2,450</b>
<b>Total county impact</b>	<b>\$ 5,007,114</b>	<b>\$ 1,370,354</b>