



WHAT WE DO

At **Gray Consulting International Meetings & Incentives (GCIMI)**, we recognize that corporate cost reductions often define the value and determine the need for business meetings and incentive programs. Yet, we know that the importance of providing forums for motivation and business communication continues to increase. We provide solutions that bridge the gap between the need to contain costs and the importance of achieving our customers' business meeting objectives.

Our desire is to be an extension of your company and partner with you to create programs that will exceed your expectations. We focus on your meeting and incentive needs, then develop solutions that meet your objectives and deliver the best value for your meeting dollar. Whether designing and implementing a customer event, planning your national sales meeting, or developing an incentive travel program, we have the expertise and experience to ensure a successful program.

The advantage of partnering with GCIMI is the assurance and knowledge that your programs will be supported by experienced meeting professionals who produce results. Our expertise in meeting and event management, hotel sales and marketing, food and beverage, airline and ground travel coordination, and data management gives us the ability to manage multiple projects with efficiency and at a level of service unlike any other.

We have become a trusted partner with our customers because of our knowledge of the meetings, incentive and special events industry. We make a difference for our customers in the programs we deliver; they are unique, highly motivating and successful. ***We provide solutions that make a difference!***





WHY WE MAKE THE DIFFERENCE

The Competitive Edge

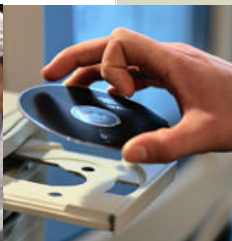
We Are Customer-Driven • We are an organization dedicated to the principle of customer service. In everything that we do, we continually seek to leverage our individual and collective capabilities and synergies to the benefit of our customers. We provide leadership and direction in the implementation and delivery of your program to ensure that your objectives are met.

Our team of professionals contribute to program content, negotiate competitive pricing and deliver value-added services that produce a strong "return on event." We remain close to our customers by forging strong partnerships. We participate in your project team meetings to fully understand the scope of the program and make recommendations based on your goals and objectives. Our project managers average more than 15 years of incentive travel and meetings management experience. Our experts have industry recognized skills in program development and delivery worldwide. **We are global!**

We Live Our Mission • "To provide meeting and events project management that exceeds customer expectations of value and service."

The planning and management of any group event is an exhaustive, time intensive, and all-consuming responsibility. Our goal is to make it easy for our customers by providing innovative solutions that ensure successful outcomes. We are committed to outstanding customer service, professional program development and seamless execution.

We are simply the best company for your meetings and incentives!



Focused Expertise

We Add Value • We link the flexibility of a small company with the expertise and technological know-how of a large corporation. Our innovative “menu based services” provide maximum flexibility to meet the changing needs of our customers by offering a comprehensive list of products and services integral to your meeting needs. We are able to bundle our product and service offerings to handle full program coordination, or work with you to deliver only those discrete elements that you need to operate a successful program.

Products and services—meetings, incentives and special events:

- Database management: build and manage customized project databases to track and document program participation and expenditures; provide accurate post-program analysis and budget reconciliation;
- Site selection and contract negotiation;
- Program planning, management and on-site coordination: management and coordination of air/ground transportation; audiovisual production and staging; speaker support visuals; print collateral; program communications; outside speakers and entertainment; decor; premiums, professional on-site personnel, and specialty services (e.g., fireworks displays; sports venues, cultural events).

Vision For The Future

We Look Forward • As global market forces affect the way companies do business, the business of meetings is increasing. However, while meetings remain an effective tool for business communication and motivation, they are increasingly time and cost-driven. People have less time to travel and meet; their budgets are limited and there is very little time to plan.

We understand this dilemma and have made the commitment to continuously adapt our technology to surpass industry standards; to leverage our internal and external resources for cost-effective results; and to focus our skills and energies on the needs of our customers. We are excited about our customized meeting management software and on-line meeting registration through our website. We are ready for the future. **We make meeting easy!**

Time and again it has been proven that increased motivation leads to improved performance. At GCIMI, we understand that when employees or business partners are recognized and rewarded, those rewards come back to your company in higher productivity, increased sales and greater customer satisfaction.

INCENTIVE TRAVEL

In our experience, there is no reward more motivating than incentive travel. We can help you provide a once-in-a-lifetime experience for your incentive winners that will show them they are truly valued. Whether you choose the sophisticated capitals of Europe or the exotic beaches of Fiji, we will work with you to create a well-orchestrated program that will provide a lifetime of memories for the special people who help make your company a success.



Our customers often remark about *"the way we care about our customers and make certain that everything possible is done for their comfort and convenience...and that all is implemented with organization and professionalism."*

Effectively
implemented

*Far left-Aerial
Hyatt Regency Scottsdale*

As an incentive package or linked to a business meeting, Special Events are singularly the most motivating programs that a company can implement. The excitement of a major sporting event, exceptional celebrity entertainment or unusual venue can help you make your customers or top performers feel special and valued.

SPECIAL EVENTS

Special Events can be effective tools for internal and external motivation and communication. Whether motivating a sales force or communicating product information to customers, a well-coordinated and effectively executed Special Event can deliver measurable results. We can assist you in developing effective Special Events for your audiences that will create a lasting impact and provide a "return on event" that exceeds your expectations. ***Business can be fun!***



GCIMI creates Special Events around national and international sporting venues such as the British Open, the LPGA, the Super Bowl, as well as cultural and celebrity entertainment. Highlight your program with pyrotechnics and laser light shows, hold specialized team building events, or host a gala reception at an exclusive venue - we will work with you to create unique, highly customized activities to enhance a business meeting or a customer program.



BUSINESS MEETINGS

The clear and consistent communication of business messages to internal and external audiences is critical to the success of any corporation. Though the velocity and technology of business communications continue to accelerate, the business meeting remains an important forum for sharing information. From large-scale product launches and sales meetings, to consultant and advisory board meetings, GCIMI can help you design and effectively implement an exciting program that delivers a consistent business message and achieves your objectives.

As you focus on your business message, we'll focus on the details!

Consistent

Our customers say...

"Again, the Gray Consulting touch has given us a successful outcome! Your creative staff and the customized meeting databases ensured the effective organization and seamless implementation of our program. Everyone at GCIMI with whom I had contact was focused on my customers and truly energized around helping my team achieve our meeting objectives. Congratulations on a job well-done!"



HOW WE MAKE IT HAPPEN

We provide the framework and structure for the appropriate communication of your business message. All that we do is motivated by our drive to provide innovative solutions for successful programs that will meet your objectives and surpass your expectations...

Program Development and Planning:

- Timeline development and management
- Agenda/itinerary development
- Site sourcing/selection
- Contract negotiation
- Airline negotiations, reservations and ticketing
- Budgeting and cost management
- Site inspections
- All participant communications
- Promotional and amenity items
- General session and break out planning
- Telephone and electronic program promotion
- Ground transportation and transfers

Meeting Design Services:

- Creative theme development
- Speaker sourcing and contracting
- Staging and set design
- Multi-media technical support
- Professional copy and scriptwriting
- Special Events
- Customized AV production

Database Management:

- Customize and maintain participant database
- Tracking and reports
- Electronic meeting registration

On-Site Management:

- Logistical and technical support
- Hospitality Desk service
- Meeting and exhibit set-ups
- Security
- Post program follow-up and evaluation

Motivated



OUR STRENGTH IS IN OUR CUSTOMERS AND IN OUR PEOPLE

We are constantly challenged and encouraged by our customers and each other to deliver greater value through the products and services we offer. We view each challenge as a growth opportunity, to test and improve our product and service offerings as well as to seek new and innovative ways to meet our customers' needs. By continually raising the bar, we ensure that your needs are met with fresh ideas and solutions, supported by new and innovative uses of technology. Most importantly, our customer programs are managed by experienced professionals who see themselves as integral to our Mission and our philosophy of customer service. At GCIMI, this means listening to our customers, staying close to our customers, and exceeding their expectations by delivering superior value.

Our customers say...

"Your business values are reflected in your practices and once again your company sets a stellar example." ...we say that is because we believe in our values as well as ourselves, and we thank our customers for believing in us!

