



101 NE Third Avenue, Suite 100
Fort Lauderdale, Florida 33301

954-765-4466 | 800-22-SUNNY

August 10, 2021

Tasha Sawabini Arieff
National Account Manager
Experient, Inc.
1015 Atlantic Blvd # 104
Atlantic Beach, FL 32233

RE: 2025 PRIMA Annual Conference
May 29 - June 5, 2025

Dear Tasha:

It is an honor to submit this proposal on behalf of the Fort Lauderdale/Broward County Convention Center, and Visit Lauderdale for the 2025 PRIMA Annual Conference.

The Greater Fort Lauderdale area strikes the perfect balance of business and pleasure. Whether it's the exceptional hotels in our convention district, or the beachfront resorts along Fort Lauderdale Boulevard, delegates are just minutes from the Broward County Convention Center, miles of beautiful beaches and Intracoastal waters, enticing restaurants and outdoor cafes, top-notch shopping, million dollar yachts, and a vibrant downtown arts & entertainment district. This all comes together to provide your clients and attendees endless experiences in our casually elegant year-round meeting paradise.

Let your events shine. Landmark meetings start at the Broward County Convention Center. Situated on the Intracoastal Waterway, this inspired LEED Gold Certified facility offers breathtaking views through a magnificent wall of east-facing windows in the main foyer. Additionally, you have a choice of more than 3,000 hotel rooms within a 2 mile radius of the center, both on and off the beach.

Getting here has never been easier. FLL-Fort Lauderdale/Hollywood International Airport's recent expansion project has allowed FLL to add hundreds of in and outbound flights on 34 plus airlines – 650+ daily non-stops to/from 60+ destinations. The expansion also includes 14 more gates, streamlined security checkpoints, added concourse connectivity, and larger immigration arrival operations – including Mobile Passport Control. The center is within 2-4 miles from the airport – which saves you and your traveler's valuable time and money on transfers.

Greater Fort Lauderdale CVB Incentive:

- The CVB will pay a **\$55,000.00** sponsorship to offset the cost of the Broward County Convention Center rental.

GFLCVB Marketing Assistance

- Complimentary created/hosted microsite for conference promotion providing a view of what to do in the area from www.sunny.org but offering customized content, if desired. GFLCVB Services team will gladly assist.
- The GFLCVB can also provide selections of items for promotion such as collateral, small promotional items.
- The GFLCVB public relations team can issue press releases to appropriate local and regional media, if desired about the conference or help present during any on-site press conferences.
- The GFLCVB can also make available for conference promotion digital images, logos, b-roll or specific marketing media images to assist with conference brochures, websites or other conference promotion needs. The use of these images is limited exclusively to destination and conference promotion and not for commercial advertisement use.

This document is not binding. Greater Fort Lauderdale Convention and Visitors Bureau will provide a formal agreement for your signature upon official notification of a contract with one of our local hotels.

We look forward to hosting you along our sunny shores!

Sunny regards,



Dion James Zanfordino
Sr. Regional Sales Executive



HOTEL ACCOMMODATION & RATE SUMMARY

On behalf of the Greater Fort Lauderdale area, we are delighted to provide you with this summary of hotel accommodations and rates currently available to your organization over the dates requested, as indicated below. Also provided for your reference after this document are the individual hotel proposals which contain the specific details of the hotel accommodations, rates, concessions and other pertinent property information.

2025 PRIMA Annual Conference

DATE	05/29	05/30	05/31	06/01	06/02	06/03	06/04	06/05	Rates	Rebate
DAY	THU	FRI	SAT	SUN	MON	TUE	WED	THU		
TOTAL REQUESTED	11	39	225	857	910	777	114	9		
TOTAL AVAILABLE	3	27	227	824	850	785	150	2		
Hilton Fort Lauderdale Marina	0	17	102	424	450	385	50	0	\$217	\$15 rebate included in rate
Embassy Suites Fort Lauderdale 17 th Street	3	10	75	200	200	200	50	2	\$229	\$15 rebate included in rate
Marriott Harbor Beach Resort	0	0	50	200	200	200	50	0	\$269	\$10 rebate included in rate



HOTEL ACCOMMODATION & RATE SUMMARY

On behalf of the Greater Fort Lauderdale area, we are delighted to provide you with this summary of hotel accommodations and rates currently available to your organization over the dates requested, as indicated below. Also provided for your reference after this document are the individual hotel proposals which contain the specific details of the hotel accommodations, rates, concessions and other pertinent property information.

2025 PRIMA Annual Conference

DATE	05/29	05/30	05/31	06/01	06/02	06/03	06/04	06/05	Rates	Rebate
DAY	THU	FRI	SAT	SUN	MON	TUE	WED	THU		
TOTAL REQUESTED	11	39	225	857	910	777	114	9		
TOTAL AVAILABLE	14	39	225	857	910	777	114	9		
Hilton Fort Lauderdale Marina	0	17	102	424	450	385	50	0	\$217	\$15 rebate included in rate
Embassy Suites Fort Lauderdale 17 th Street	3	10	75	200	200	200	50	2	\$229	\$15 rebate included in rate
Pier 66/ New Build BCCC	8	12	48	233	260	192	14	7	TBD	\$15 rebate included in rate



PROPOSAL for



2025 Annual Conference

Contact: Esther Hunt
 Company: Experient, Inc.
 Address: 2500 Enterprise Parkway East
 Twinsburg, OH 44087
 Phone: 770-594-6854
 E-mail: esther.hunt@experient-inc.com

Hotel Contact: Evan Davis
 Title: Director of Sales & Marketing
 Address: 1881 SE 17th Street
 Fort Lauderdale, FL 33316
 Phone: 954-527-6729
 E-mail: evan.davis@hilton.com

PROPOSED DATES/Room Block: Friday, May 30 – Thursday, June 5, 2025

Day	FRI	SAT	SUN	MON	TUE	WED	THU
Date	5/30/25	5/31/25	6/1/25	6/2/25	6/3/25	6/4/25	6/5/25
Marina View Rooms	6	36	171	182	155	17	C/O
Intracoastal View Rooms	6	33	124	131	112	17	C/O
Tower Water View Rooms	5	33	123	131	112	16	C/O
City/Marina View Suites	-	-	5	5	5	-	C/O
Marco Suite	-	-	1	1	1	-	C/O
TOTALS	17	102	424	450	385	50	C/O

Confirmed 2025 Rates:

Marina View Rooms: \$217.00
 Intracoastal View Rooms: \$217.00
 Tower Water View Rooms: \$217.00
 City/Marina View Suites (5): \$217.00
 Marco Suite: Complimentary

NOTE: Rates are being held on a first option basis through 8/30/21. After this date, block and rates are subject to change. The above rates are commissionable and are for single/double occupancy and quoted exclusive of tax, currently 13%.

FUNCTIONS: All space is taking place at the Broward County Convention Center.

WHY HILTON FORT LAUDERDALE MARINA?

LOCATION: Located directly across from the Broward County Convention Center, guests will access the convention with ease, then return to a casual resort atmosphere where they can network in any one of our bars, enjoy some quiet time

while watching the sun set from their balconies, or hop on the Water Taxi and explore Fort Lauderdale via the Intracoastal Waterways.

LOCATION: Less than three miles from Fort Lauderdale International Airport and I-95, I595 and other major highways, the Hilton Fort Lauderdale Marina is convenient for travelers both flying and driving.

LOCATION: Dining and entertainment options are just steps away from the resort along the beaches of A1A or the famed Las Olas Boulevard. In addition to the almost 50 restaurants within walking distance of the resort, one can take a tour of the Museum of Art, grab a dinner and a cocktail at YOLO (You Only Live Once), and dance the night away at VIBE, or one can stroll along the beach and enjoy one of our many oceanfront cafes.

SPECIAL CONSIDERATIONS:

- Rates are commissionable at 7%
- Rates include a \$15 rebate back to the Association
- Five (5) staff rooms at 30% off the group rate
- Marco Suite (our Presidential) on a complimentary basis from June 1 – 4, 2025
- Three (3) City/Marina View Tower Suites at the group rate of \$217 from June 1 – 4, 2025
- Complimentary in-room Wi-Fi
- Daily Self-Parking reduced from \$34 per day to \$20 per day
- 3 complimentary self-parking passes for staff
- Comp 1 per 40
- Six (6) complimentary welcome amenities, chefs choice



Hotel website: www.fortlauderdalemarinahotel.com

Embassy Suites
By Hilton Fort
Lauderdale 17th
Street



PRIMA 2025

August 24, 2021

Dear Dion,

RE: PRIMA 2025

Embassy Suites Fort Lauderdale is located in the heart of Fort Lauderdale near the intracoastal waterway and 17th Street Causeway, just minutes from the Greater Broward Convention Center, Port Everglades Cruise Ship and Fort Lauderdale-Hollywood International Airport.

Our location provides convenient access to Fort Lauderdale's world-renowned beaches, restaurants, shopping, nightlife, and cultural and sports attractions.

Event planning is made easy with the Embassy Suites Fort Lauderdale. Our staff at the Embassy Suites understands that no two events are alike. From small meetings and social banquets to trade shows and conferences, we can help you plan and host your event. Our hotel features 12,000 sq. ft. of flexible event space and with our full-service meeting facilities including audio-visual support and professional catering, your event is sure to impress. Ask about our Complete Meeting Package and Meetings Simplified.

Our Embassy BusinessLink™ business center gives you complimentary 24/7 access to a variety of services including free printing, faxing and more. Reliable WiFi is also available, allowing you to print wirelessly from your suite or the atrium. We also provide lobby Kiosks for easy boarding pass printing.

Stay with us and enjoy complimentary cocktails and snacks at our Evening Reception* as well as our free cooked-to-order breakfast in the atrium. You can also maintain your workout routine on the road - our fitness centers feature leading-edge equipment and are open 24/7.

Sincerely,

Tammy Amoroso

Tammy Amoroso
Catering Director
Embassy Suites by Hilton Fort Lauderdale 17th Street
phone: (954) 315-1310
fax: (954) 315-1314
email: tammy.amoroso@hilton.com

Room Block

PRIMA 2025 05/29/2025 - 06/06/2025

Room	Thu 05/29/2025		Fri 05/30/2025		Sat 05/31/2025		Sun 06/01/2025		Grand Total
Standard King Suite w/ step out balcony									
Single	2	\$ 229	5	\$ 229	38	\$ 229	100	\$ 229	145
Standard double w/ step out balcony									
Single	1	\$ 229	5	\$ 229	37	\$ 229	100	\$ 229	143
Daily Total	3		10		75		200		288

Room	Mon 06/02/2025	Tue 06/03/2025	Wed 06/04/2025	Thu 06/05/2025	Grand Total				
Standard King Suite w/ step out balcony									
Single	100	\$ 229	100	\$ 229	20	\$ 229	1	\$ 229	221
Standard double w/ step out balcony									
Single	100	\$ 229	100	\$ 229	30	\$ 229	1	\$ 229	231
Daily Total	200		200		50		2		452
Grand Total:	740								

Enjoy the freedom to be yourself with more choice and comfort at our Embassy Suites by Hilton Fort Lauderdale – 17th street hotel. Unwind in a spacious suite and enjoy the separate living area offering a relaxing haven or productive place to catch up on work. Our suites offer all the comforts of home to make your stay more enjoyable, with a TV in each room, living area with a sofa bed, armchair and well-lit work table, wet bar, refrigerator, microwave, and coffeemaker. All of our suites include complimentary cooked-to-order full breakfast and Evening Reception featuring beer, wine premium spirits and light snacks. You can even bring the family pet.

Event Agenda

rate includes \$15 rebate and \$8 housing fee
Comp WI-FI

EMBASSY SUITES BY HILTON FORT LAUDERDALE 17TH STREET

1100 Southeast 17th Street
Fort Lauderdale, FL 33316
United States
Tel: (954) 527-2700

KEY FACTS:

- Great location near the Intracoastal Waterway. 2 miles from the airport, downtown and beach. 5 blocks from the Convention Center & Port Everglades. Walking distance to more than 50 restaurants & shops
- 361 two-room suites and over 13,000 sq feet of flexible indoor/outdoor meeting space for groups of 10 to 400.
- Complimentary full made-to-order breakfast served each morning in our tropical 12 story atrium. Complimentary Evening Reception nightly from 5:30pm-7:30pm for overnight guests.
- Outdoor heated pool, whirlpool, fitness facility and business center are complimentary for all guests.

PHOTOS:



OUR INFORMATION:

- [Embassy Suites Fort Lauderdale Website](#)
- [Events](#)
- [Complete Catering Menu](#)
- [AV Pricing 2021](#)



Tuesday, August 24, 2021

Tasha Sawabini Arieff
National Account Manager
Experient, Inc. - Maritz Global
1015 Atlantic Blvd. #104
Atlantic Beach, FL 32233
tasha.ariEFF@experientselect.com

Re: 2025 PRIMA Annual Conference - Overflow Room Block June 2025
Reference #: M-LKMM62C

Dear Tasha,

Host your event at the [Fort Lauderdale Marriott Harbor Beach Resort & Spa](#), recognized for the past 30+ years as one of Marriott's top resorts for meeting planner satisfaction. We are Fort Lauderdale's premiere location for conferences, incentives, and trade shows.

From our inviting ballrooms to the tropical allure of our private beach, your group can work and play in surroundings of unrivalled perfection. Inspired catering, group outings and state-of-art technology present the ultimate setting just minutes from the airport and exciting attractions.

Understanding a flawless program is important to the success of this event, rest assured, our consistent achievement of high event satisfaction scores will give you peace of mind in knowing that our staff knows how to handle meetings and anticipate all guest and meeting planners' needs for a most successful event!

Room Overview

Date	Day	Run of House	Total Rooms
05/31/2025	Saturday	50	50
06/01/2025	Sunday	200	200
06/02/2025	Monday	200	200
06/03/2025	Tuesday	200	200
06/04/2025	Wednesday	50	50

Resort Fee: Discounted

I am pleased to offer you an exclusive group rate of **\$269.00** per Run of House guest room, per night. Please note that hotel room rates are net, 7% commissionable and subject to applicable state and local taxes (currently 13%).





Special Concessions Offered to Earn Your Business

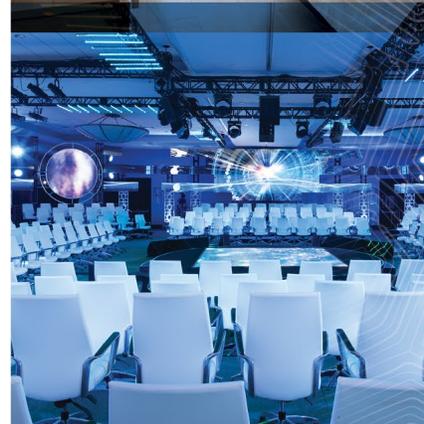
- Ten(10) Complimentary Upgrades to Ocean View Room at Group Rate
- Two (2) Ocean View Suite Upgrades at Group Rate
- One (1) complimentary room night for every 40 revenue-generating room nights occupied on a cumulative basis
- Group rate valid three days pre and three days post to group dates based on availability
- 10% off 2025 event technology if Encore is utilized exclusively
- 10% off 2025 Spa menus pricing for registered attendees during program dates for services of 50 minutes or more excluding nails & hair treatments.
- 10% off 2025 published banquet menu pricing with minimum food and beverage spend being met before tax and service charge. Service charge is excluded from the discount. F&B discount does not apply on the F&B minimum amount spend.
- Marriott Bonvoy Rewards points, to be rewarded upon conclusion of event.
- Discounted resort Amenity Package Fee to \$10.00 daily, per room.
- \$10.00 rebate included in rate
- Eight (8) roundtrip transfer between FLL airport and Hotel
- Three (3) complimentary room nights for Pre-planning visit, based on Hotel's availability
- 25% attrition
- Five (5) complimentary self-parking passes

Resort Amenity Package Fee

Group room rates will be subject to a non-commissionable daily resort amenity package (currently **\$39.00** per room per night). The Daily Resort Amenity Package currently includes (subject to change):

- Resort-wide high-speed wireless internet access, including Guest rooms, public space, meeting space, and restaurant outlets
- Two (2) beach chairs per day
- Two (2) resort Welcome Beverages per stay
- One-hour rental of non-motorized water sports equipment per day for up to two people (weather permitting) – select from skim board, paddleboard, boogie board or kayak, age restrictions apply.
- Two (2) fitness classes per day (visit the Spa for class schedule. Reservations required)
- \$25 discount off any spa treatment excluding hair and nail services
- 90 minutes tennis court use, includes rackets and balls, per day
- One hour use of beach games daily (Giant Jenga, Connect 4, Bocce Ball, Horse Shoes)

A daily resort amenity package fee of **\$39.00** plus tax per night will be added to each individual room. Total retail value of the above is over \$200.00. Wi-Fi Simplified™ for meeting space is basic service (1.5 – 3 Mbps). Additional bandwidth is available at an additional charge and can be quoted by our in-house audio visual provider, Encore.





Function Agenda

Based on your specifications, the Hotel has the appropriate space to accommodate your program. I would be happy to detail the space and provide you a detailed agenda upon request to place the space on hold.

Food & Beverage

Public Risk Management Association agrees to provide the hotel a minimum of \$XXX,000.00 in food and beverage revenue. Please note that meeting room rental, tax (currently 7%), and service charges (currently 25%) are not included in the minimum.

2021 Catering Minimum Ranges		
Function:	From	To
Continental Breakfast	\$39.00	\$46.00
Buffet Breakfast	\$53.00	\$62.00
AM Breaks	\$27.00	\$29.00
PM Breaks	\$27.00	\$29.00
Plated Lunch	\$54.00	\$65.00
Boxed Lunches	\$50.00	\$61.00
Buffet Lunch	\$63.00	\$70.00
Plated Dinner	\$98.00	\$126.00
Buffet Dinner	\$135.00	\$190.00
Reception (Bev Only)	\$33.00	\$40.00
Reception (F&B for 1 hour)	\$80.00	\$110.00
Welcome Reception	\$150.00	\$250.00
Dinner Beach Party **	\$200.00	\$300.00

Prices are subject to 25% Service Charge (**An additional Service Charge of 5% for Catered Beach Functions) and 7% Sales Tax. All prices are subject to change without notice.

Marriott Bonvoy Rewarding Events

There has never been a better time to be a member. Host your event at our hotel and earn points with [Marriott Bonvoy Events](#) program. Earn 3 points for every dollar spent, up to 50,000 points, or 1 mile per dollar spent up to 15,000 miles. Explore stunning hotels in locations across the globe. From classic to distinctive, from luxury to premium to select, whatever your preference, we can't wait to welcome you. Not a member yet? [Sign up here](#)

Marriott Bonvoy Events is more than our travel program's offering for meeting and events. It is now also a new resource for meeting and event planners, as well as a source for inspiration and best practices from the hotels and planners. At Marriott, we understand that every meeting has a purpose. The [Marriott Bonvoy Events](#) website features thousands of images as well as expert tips that are organized by meeting purpose. The new concept reinvents the planning process to be more visual, social, and purposeful. It is designed to inspire through food and beverage, event technology, room set ups, and experiences.





Helpful Links: [Group Brochure](#) • [Resort Images](#) • [Capacity Charts](#) • [Green Meetings](#)

Additional Hotel Information

- 650 total rooms / 31 Suites
- 40,000 square feet of indoor event space
- 60,000 square feet of outdoor event space
- 24-hour in-room dining available
- Distance to airport: 4.5 miles to the Fort Lauderdale-Hollywood International Airport (FLL)
- Estimated taxi fare to FLL Airport: \$20.00-\$25.00 one-way
- Suggested Bellman gratuity of \$10.00 roundtrip service and \$6.00 one way
- Housekeeping gratuity: \$3.00 per day
- Valet parking \$48.00 overnight plus 7% Sales Tax
- Self-parking \$39.00 overnight (Not Taxed)

Tasha, the entire staff here at the Fort Lauderdale Marriott Harbor Beach would be honored to welcome your guests to our Resort and Spa! We hope to have the opportunity to work with you. I invite you to [TAKE A TRUETOUR™](#) and see our most updated resort information.

Please note that I am not currently holding any rooms or meeting space at this time, but I would be happy to do so upon your request. I would be happy to speak with you in more detail about this opportunity. I will follow up with you on **Friday, August 13, 2021** to confirm receipt of this proposal and to ensure all of your needs were addressed.

Should you have any questions, please do not hesitate to reach out with my contact information below. Thank you for giving us an opportunity to earn your business!

Sincerely,

Claudia Lupo

Claudia Lupo
Senior Sales Executive
Email: Claudia.Lupo@Marriott.com
Phone: (954) 868-7162

