

## LEAD DISTRIBUTION POLICY

As the official destination marketing organization for all of Irving, the Irving Convention & Visitors Bureau Lead Distribution Policy is in place to meet our customers' needs, and by doing so, to generate additional visitor spending in Irving.

ALL lead opportunities (meetings, events, catering, etc.) directly generated by the ICVB/ICC are directed to ALL Irving properties capable of meeting the client's specified needs, including the Irving Convention Center. The DBS system allows a client's specific needs to be entered into the Lead Criteria; all properties capable of meeting those needs are then sorted in response to the lead specifications. The ICVB does not make any advance determinations as to whether or not a property will elect to respond to a lead, and distributes ALL lead opportunities to all properties that can meet the specifications. It is never our intention to put Irving hotels in "competition" with the Convention Center for any business; however, it remains our priority to meet our customers' needs first and foremost. If those needs can potentially be met by the convention center, and if that is an option the customer wants to consider, the convention center should provide a proposal for the client's consideration.

For Irving Convention Center leads that require multiple hotels to meet the client's room block needs, leads are sent only to Irving hotels first. If Irving hotels cannot or will not provide a sufficient room block to meet the client's requirements, and then the lead may be distributed to hotels outside of Irving.

Any lead opportunity brought forward to the ICVB/ICC by an Irving hotel will not be distributed by the ICVB/ICC to any other hotels, unless the hotel bringing the lead forward specifically has requested that distribution.

The ICVB does not provide preferential treatment to any category of properties in responding to a client's specific requirements, nor does the ICVB provide subjective input regarding any Irving property. If a client is uncertain or unfamiliar with a specific property, the ICVB can provide independent references, by directly contacting the property in question and asking for same, or by contacting other ICVB clients who have utilized the specific property in question.

As destination marketing professionals, the ICVB has both opportunity and responsibility to assure our clients' successes. It is always our role to listen, respect, respond and ask further questions when a client is detailing specific requirements. With fiscal demands an issue for every single one of our clients, creating the greatest number of opportunities for their success in Irving is a tremendous opportunity for us as well. The greater the number of Irving hotels that can provide a competitive proposal to the client, the greater the client's potential opportunities for success.