



## The HB Advantage

HelmsBriscoe was founded in 1992 by Roger Helms with a very simple premise - by representing the client we can create the best match between the needs of the meeting and the right venue. Our role is to find that perfect solution for the client—the one that provides a location that is well suited to the meeting's need at the best possible terms.

With this unique perspective we began attracting the industry's best and brightest. HelmsBriscoe associates are Independent Contractors; in essence they are their own boss, which allows each associate to focus on the needs of each individual client. In addition to our incredible workforce and weighty resources within the industry, HelmsBriscoe also offers a full array of meeting planning services, including housing and registration, group air and event management through our subsidiary, ResourceOne, [www.hbresourceone.com](http://www.hbresourceone.com)

Our growth over the years has been tremendous. HelmsBriscoe associates work together to share their experiences for the benefit of our clients. We have unique proprietary tools, such as HB InSite, our "experience database" of over 36,000 hotels; and rate histories from HB Express, our proprietary electronic RFP tool. With over 900 associates in 40 countries, we are able to provide clients with the best site selection service in the industry. Our tools connect us, but it is the vision of a totally client-driven organization that makes us the solution of choice for over 8,000 clients worldwide.

So why choose us you ask? It's simple. HelmsBriscoe is uniquely qualified to assist you with finding the right hotel, conference center or cruise ship for your next meeting or event. The quality of our associates, the volume of business we handle and the tools we use makes HelmsBriscoe your clear choice for success.