



For Immediate Release

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HELMSBRISCOE'S FIRST GLOBAL FORUM HUGE SUCCESS IN PARIS, FRANCE

Scottsdale, Ariz.—(December 11, 2007)— HelmsBriscoe, the global leader of independent site selection and RFP services for the expanding meetings business, announced today that it held its first Global Forum in Paris. Held November 7th through the 9th and hosted by Sofitel Bercy, an Accor Hotel, the Forum was deemed a tremendous success, with 150 suppliers in attendance, along with 100 of HelmsBriscoe's top associates.

In addition to educational sessions, the Forum featured a reverse trade show, where hotel personnel could speak with HelmsBriscoe's associates. The Forum was also a great vehicle for suppliers to learn the "ins and outs" of HelmsBriscoe distribution and their associates' exclusive product knowledge. While at the Forum, HelmsBriscoe announced the addition of Bob Gilbert, Senior Vice President of Sales and Development, to HelmsBriscoe International.

"International business represents 11 percent of HelmsBriscoe's business model," said Roger Helms, Founder and CEO of HelmsBriscoe. "This event far exceeded our expectations. We look forward to future opportunities to leverage the momentum of this experience by, further strengthening our industry relationships and associate expertise in international locales."

In addition to the event's positive outcome, Ian Quartermaine, HelmsBriscoe International's Managing Director said that the forum "...reinforced HelmsBriscoe's commitment to the global marketplace."

Accor Hospitality was the proud host of the first Global Forum. They took the opportunity to unveil Pullman Hotels & Resorts, which will come to fruition with the elevation of Sofitel Bercy towards a more upscale brand along with the creation of a high-end hotel group, which will predominantly target the meeting and events market. During the Forum, HelmsBriscoe associates had the privilege to gain exclusive knowledge about Pullman, which was unveiled to the public on December 10th and their plans to expand to 45 hotels in 2008 and 250 by 2015.

"We believe strongly that the Global Forum met its goals: education, networking, creating a strong relationship with the 22 countries represented and more!" said Vincent Roux, Director of MICE Programs for Accor Hospitality.

About HelmsBriscoe

HelmsBriscoe is the global leader of independent site selection and RFP services for over 8,000 corporate, association and government clients that plan off-site meetings and conferences. HelmsBriscoe associates accelerate the decision making process for meeting planners by researching hotels and other meeting venues that match their clients' criteria, negotiating rates and concessions by leveraging its volume purchasing power, and facilitating the contracting process. Founded in 1992, HelmsBriscoe offers the industry's most respected network of procurement specialists, with 800 associates spanning 31 countries. HelmsBriscoe combines its highly experienced global distribution with proprietary knowledge databases of 36,000 hotels containing more than five years of rate histories, the documented experiences and insights from its associates and clients, and a proprietary electronic RFP tool. For more information, visit www.HelmsBriscoe.com.

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