

NEWMARKET®

Diagrams

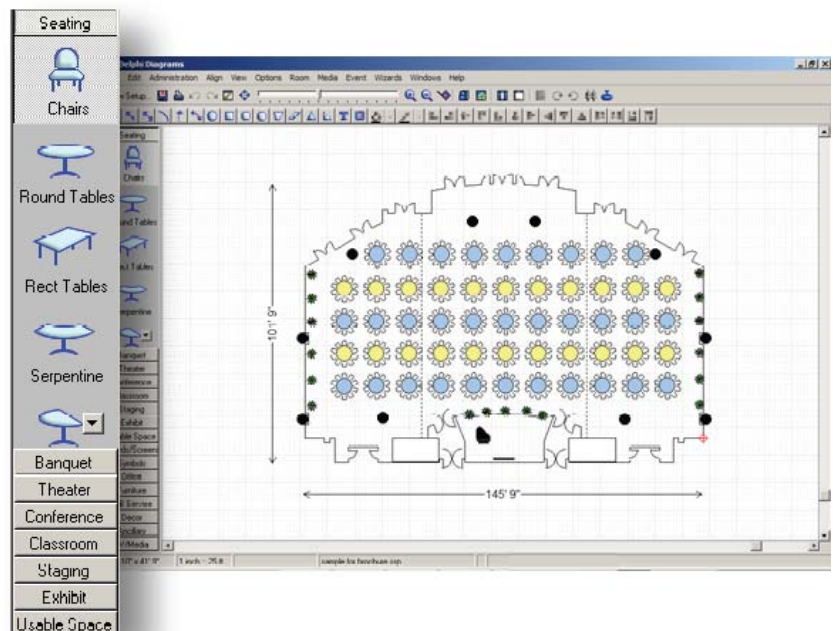
Newmarket Diagrams is a powerful, vector-based design application that allows hospitality professionals to quickly, easily, and accurately generate customized floor plans and setups for meetings and events. Diagrams saves time and streamlines customer communication by presenting a clear and compelling picture of the desired room layout and associated services.

DIAGRAMS SETS YOUR PROPERTY APART

Differentiating your meetings and events demands preparation. For venues of all shapes and sizes, from hotels and conference centers to restaurants and function rooms, this means the ability to better market your space during the selection and planning process. Diagrams allows you to pay close attention to even the smallest details in order to close business, up-sell meeting space, increase revenue for an event, and ensure the highest level of customer satisfaction.

PROVIDE THE ULTIMATE CUSTOMER EXPERIENCE

- Plan meetings and events more effectively using vivid illustrations, providing staff and customers with a clear picture of floor plans and event setup diagrams
- Highlight unique amenities and personalize events with floor plans, table tent cards, badges, and labels
- With the Guest Event Management (GEM) module, coordinate seating arrangements and produce food preference reports by event and attendee
- Present detailed CAD drawings of all meeting and function rooms to your customers based on accurate, indepth reports compiled by a Newmarket International professional

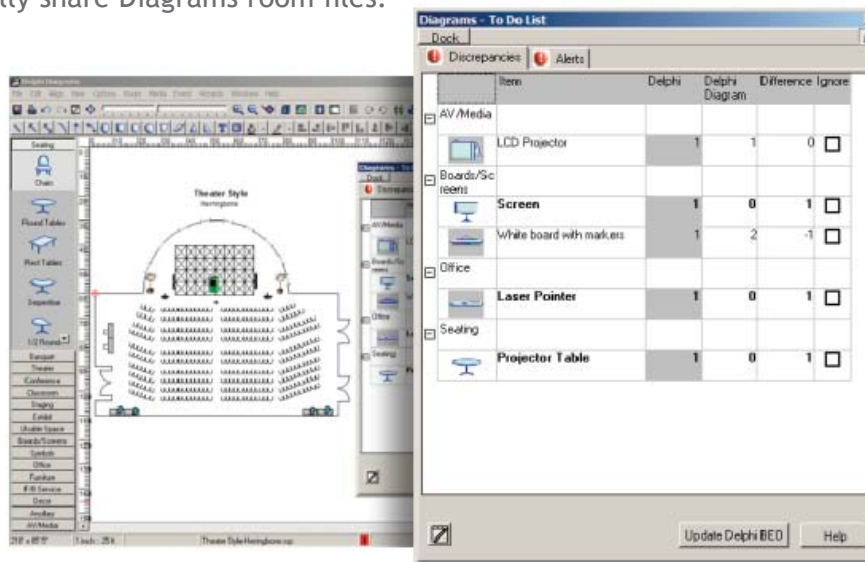


SAVE TIME AND RESOURCES WHILE SHOWCASING YOUR PROPERTY

- Automatically store preferred seating arrangements with the 'Favorites' feature such as buffet, bar and staging configurations for future use (Diagrams comes prepackaged with over sixty favorites)
- Showcase your property by including your diagrams in brochures, presentations and BEOs
- Save files in multiple file formats and easily email from within Diagrams to distribute to meeting planners, internal staff, and customers
- Utilize Audio/Visual, Media and Staging, Floorplan Creation, and Set Up Wizards to quickly and accurately define diagram layout, staging, and audio/visual elements
- Easily mirror floor plans or section together complex room diagrams

DIAGRAMS FOR MEETING PLANNERS

Newmarket International also offers Diagrams for Meeting Planners, which allows companies and properties using Diagrams the ability to provide event planning partners with 90-day access to our complimentary, downloadable application that instantly puts all parties on the same page. Among the benefits, Diagrams for Meeting Planners enables professional meeting planners to readily view and electronically share Diagrams room files.



For more information visit us online at www.newmarketinc.com, or contact us at one of the following locations:

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