

NEWMARKET®  
**eProposal™ Lite**

**ePROPOSAL LITE - QUICKLY CREATE SEAMLESS PROPOSAL  
 INCREASE YOUR WIN RATE**

eProposal, your electronic sales response tool, provides the ability to deliver proposals, rates, and property information to potential buyers within minutes. Your eProposal will highlight the unique of your location, facilities, services and is easily customized for each opportunity. Showcase your brand during the decision-making process. Creation of an eProposal eliminates the need to send large, incompatible files that your customer may never receive. Sales managers will benefit from tracking the customer’s views of the eProposal. Once sent, eProposals can easily be shared with additional decision makers.

eProposal is integrated with Newmarket’s sales & catering systems, Delphi® and Daylight®. Generating an eProposal is a seamless process from a booking or inquiry. Correct room block, event information, account, and contact information are automatically passed to eProposal upon creation - reducing errors and saving time

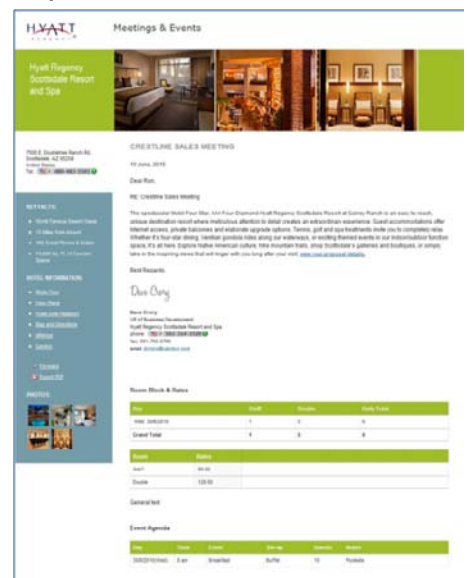
An independent firm’s research shows that eProposal generates a positive return on investment in a very short time by driving incremental bookings and improving productivity. Users of eProposal will:

- Increase proposal conversion ratio with professional products
- Increase bookings with eProposal’s notification system
- Increase bookings due to increased efficiencies providing more time to prospect
- Save time creating proposals

**BENEFITS OF EPROPOSAL LITE**

eProposal Lite provides many of the same great features as eProposal but at a reduced cost. With eProposal Lite, content will be uploaded by the customer into a standard template and training will be conducted utilizing an online tutorial. Additional key benefits of eProposal Lite include:

- Seamless integration with Delphi and Daylight sales & catering systems
- Ability to suggest alternative dates to fill need periods
- Create pages in multiple languages
- Easily update content as needed
- Customize with a five (5) image photo tour
- Include five (5) external hyperlinks
- Include up to 3 attachments with eProposal Lite
- Customize content per eProposal
- eMenu integration
- eCard - one per property
- Incorporate staff signature in scripted font
- Customer can easily reply to a sent proposal
- Customers may share the proposal with other decision makers



- iPhone compatibility for customer viewing
- PDF/ Export/Print functionality
- Track the customer's viewing activity
- Client proposal management area

## Basic usage reporting

For more information on our suite of eProposal products and how this solution can enhance your business, please contact your Newmarket International account representative

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