

# Partnership Overview

Prepared by:

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**Experient, a Maritz Global Events Company**

# Small Print

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# Summary

Each year, over 10,000 organizations count on Maritz and Experient as their source for integrated meeting and event solutions. Leveraging our deep industry relationships and economies of scale, we save our clients time and money, while minimizing hassles. We can creatively and conveniently deliver the total event experience – one that is distinct, memorable, efficient, and drives bottom-line results.

Your story is one of relentless resourcefulness, and so is ours. You are always looking for a way to deliver a premium event & solution.... and so are we. Our constant evolution of meeting technology continues to guide the way. Our referral rate is among the industry's highest, at 90% to 95% average, annually. At Experient & Maritz, passion lies in collaboration with our clients to make each meeting easier and more successful than the next.

## Objectives of Your Search

We understand you are initially seeking to partner with an event management vendor to streamline site selection and contract negotiation processes for your meetings with **exceptional service, and quick turn-around times**. Your ideal agency will provide a robust level of service offerings that may be applicable to your clients in the delivery and cost reduction of its conferences and events programs. Potential areas of interest include:

- Cost reduction potential
- Improved levels of personalized service and delivery
- Vendor management
- Post-conference innovations

## Your Perfect Agency Will...

- Deliver consistent levels of service, with quick turn-around and consistent collaboration.
- Be involved in driving event cost and cost management innovation through each RFP process.
- Return measurable discounts via volume purchasing power
- Strongly value partnership yet be non-controlling of relationships
- Be compatible with your philosophies



## The Experient | Maritz Differentiators

### **Buying Power**

We leverage our buying power to the benefit of our clients. We are one of the largest convention/group customers of many of the large hotel chains. This “most favored nation” status allows us to maximize your budget fully and negotiate the best available hotel rates and additional concessions in contracts. We have strategic partnerships with other types of suppliers, such as audio visual companies, destination management companies and transportation companies. All of these include preferential pricing compared to the pricing our customers could obtain on their own.

### **Economies of Scale**

Our buying power with suppliers means you realize the most attractive pricing in the industry and the depth of our resources ensures efficient scalability of our services.

### **Leadership Profile**

The event industry recognizes both Experient and Maritz as a thought leader in setting standards in our core service areas.

### **Consultative Horsepower + Best Practice Sharing**

Our experience, expertise and diverse client portfolio allow us to better anticipate your needs and proactively suggest ideas and solutions. We connect you with the right resources (including other clients!) when you need it. Why reinvent a wheel? Spend that brainpower inventing something cooler!

### **One-Source Efficiency**

You benefit from dealing with one source that deeply understands your total needs; and, without having to work with multiple entities, can accurately assess and assemble the right solutions to accomplish your goals.



# Agency Overview

No one is more committed to delivering an engaging experience than Experient & Maritz Travel. It's what we do. Everyday. For more than 10,000 programs a year. And what sets us apart is our ability to deliver true business value to your program. We deliver it flawlessly. On-budget. Beyond expectations. And with your business objectives top of mind. We promise to always make you feel like **1 of 1 versus 1 of 10,000**.

Whether we are producing customer conferences, corporate hospitality events, incentive travel programs, or business events and meetings we use our experience, contacts and buying power to deliver the world-class experience you want. From concept to completion, we partner with you to find the best location for your events and to deliver exceptional experiences for your attendees, exhibitors, sponsors, and internal stakeholders. We provide our world-class services to thousands of events each year. In 2015, our combined impact represented more than 8 million travelers served. Take a look at a few of our highlights:

## Experient & Maritz By the Numbers

### Experience

More than 50 years

### Room nights booked per year

More than 8,000,000 (yup, million)

### Managed, sourced & contracted programs per year - More than 8,000

### Largest meeting

For a single meeting 100,000+

### Smallest meeting

For a single meeting, 6

### Years of Service

Average years our experts have in the industry 20

### Satisfaction Ratings

Score achieved last quarter on a 10-point scale for overall experience 9.0

### Client Retention Rates

One of the industry's highest, 90% - 95%



# Our Core Values

## Take good care of each other

- Create opportunities for personal and professional growth
- Always do the right thing

## Client Centric

- Listen to and understand our clients
- Be proactive

## Transformational

- Encourage and empower innovative and creative solutions
- Embrace and encourage change

## Be Collaborative

- Through effective teamwork we can exceed our goals
- Be open and honest to earn the trust, loyalty and respect of others

## Be Passionate for Growth

- Look for new opportunities to help our clients, suppliers and ourselves succeed
- Be open to diverse (all) ideas

## Strive for Excellence

- There are always ways to improve what we do
- Learn from our experiences

# Our Ethics

In our intermediary role, we commit to business practices that are fair and equitable to all parties in each transaction. It is our objective to conduct our business so that our example raises the professional standard for third party providers and creates the necessary foundation for mutually beneficial long-term relationships with CSI, our clients, hotel, and supplier partners.

## CMI 25

We are on the "CMI 25" list, the annual list of the largest and most influential full-service meeting and incentive travel management companies focused on corporate meetings and events.



The editors selected CMI 25 companies based on several factors, including the number of meetings and incentive programs managed and the total number of room nights represented by those meetings and incentives. They also evaluated the number of full-time employees at each company, as well as the percentage of the company's revenues that came from organizing corporate meetings and incentives, versus association meetings or other sources.

## Our Process

No two events are alike and we recognize that there are both tangible and intangible qualities a property needs to win your business. We start the process of finding the right venue by **listening to you** to figure out the wants and needs of your attendees, and the key business requirements of your meeting. There are a million lovely places in the world that you can go, but there are many factors that can drive cost (and diminishing returns) to your event, including airfare from popular points of origination, food and beverage costs, union vs. non-union labor, etc. There may be times when you know exactly what city you want to hold your



meeting in, and there may be others that allow you to be flexible. There are “nice to haves” and “have to haves”. We help build a list with all of the possibilities... and the “must haves”. Our team will develop the Request for Proposal (RFP) that will be the start of a highly competitive bidding process ... Should you find yourself needing ideas, fresh locations, or budget saving opportunities, we are happy to leverage our inner pipeline to help you find new and redeveloped properties, and we always have a pipeline of venues looking to fill “need dates” or cancellations.

Before we distribute your RFP, we will present a preliminary list of venues that we feel would fit all the “musts” and “like to haves”... We work with you to narrow down your list prior to distribution to ensure that hotel’s take your RFP seriously, and work hard to win your business. Our goal is that step by step, you can make an informed decision, with every detail you need to know available.

When we make our recommendations, we give careful consideration to your culture and style, the particular objectives of your planned event(s), and the overall outcomes your attendee’s desire. These considerations, along with your budget, guide us in presenting and evaluating the best options. The best part of working with us (other than our killer sense of humor and winning personalities)? In 2015, we were able to track and record an estimated 80,000 quotes for hotel room rates alone. Using this history, we benchmark rates over similar dates and arrival/departure patterns to insure you are receiving the most attractive room rates available. Specific steps in our hotel negotiation process include:

- Developing and prioritizing the concession request list
- Submitting requests and negotiating with individual hotels and facilities
- Reviewing the responses with the client’s team
- Reviewing policies, contract language, procedures, and legal issues
- Submitting the final contract, with a blue-lined copy, for review with legal counsel

## Our Cost Savings Capabilities

Our unmatched buying power, together with our outstanding record for high quality and ethical negotiating practices, has enabled us to establish unique Hotel Strategic Partnership Agreements with many of the worlds' leading hotel chains. Maritz & Experient combined, are one of the highest group room-night producers in the world for several major hotel brands, including Hilton, Hyatt, InterContinental Hotels, Marriott and Starwood. In addition, we have a partnership with many unique, boutique and independent chains, and that allows our clients to take advantage of our buying power outside of the “big box” options. We work with Disney, Four Seasons, Ritz Carlton, Kimpton, ALHI, MGM & many more. If you can dream them... we include them. Our exclusive partnership agreements provide you with the following additional benefits:



- Written guarantees from all contracted chains that room rates we secure for you will never be increased to offset any sales commissions. You are always **guaranteed the lowest rate**, and many times that includes the lowest published rate (yes, even against Priceline and Hotwire.com)!
- The guarantee that all contracted rates for business initiated on your behalf will never be more, and will almost always be less, than what you could get on your own.
- Access to standardized contract templates that have been developed in partnership with each of the chains that provide some

of the most client-centric (that means you) terms and conditions in the industry, and affords a streamlined and efficient contracting process. We can customize our templates to fit the needs and requirements of your organization. These templates are continually updated as case law and the meetings industry evolves.

## How Are We Different?

Due to our buying power and our strong, longstanding, ethical reputation, we have partnership agreements in place with the leading global hotel brands and major suppliers & convention centers. These agreements provide our clients “most favored nation” pricing assurances and exceptional contract terms and conditions that improves the starting point for negotiations and effectively minimizing client risk and/or exposure. No other service provider can offer these same types of long-term contractual assurances.

On average, our contracts' department processes more than 10,000 hotel contracts annually, representing millions of room nights. This unmatched volume allows us to leverage and establish relationships obtaining the most favorable options for individual clients. Our library of standardized contracts and addenda clauses can limit contract objections, reduce financial liability, and ultimately achieve enhanced service levels. With our knowledge of industry performance standards, we present you with liability-reducing contracts for approval and signature. Our staff reviews any changes made to the contract during the negotiating process for

you to review with your own legal counsel. We assist you in establishing priorities for the negotiating process, and ultimately, you will benefit from a fair and equitable agreement.

## What Are The Benefits Of Working With Us?

Concessions are now an ordinary feature of hotel contracts, and our clients are savvy consumers of hotel product. What if we told you that we have included numerous popular concessions into our standardized contracts as a baseline? And then, at that elevated starting point, we then begin negotiating what's important for you?

We have done just that. The combined buying power of both Maritz and Experient have resulted in a program called MSP2. Maritz | Experient contracts are pre-negotiated for lowest possible financial baseline to begin program-specific negotiations. You can further negotiate, leveraging additional site specific benefits

Because of Maritz and Experient's marketshare, all of our clients start from an improved position in negotiations. MSP2 provides you with the tools to deliver a minimum level of savings of 25% on each project where we manage negotiations and contracting. The benefits of MSP2 are completely exclusive to Maritz and Experient and are not offered to other third party firms. They are guaranteed to you when you use our Strategic and Preferred partners (but you are in no way required or limited to contracting with those partners) including Strategic Partners: Hilton, Starwood, Fairmont, Four Seasons, MGM and Ritz Carlton and Preferred Partners: Marriott, Hyatt and InterContinental



- Preset agreements significantly reduce the time spent contracting and shifting the focus to negotiations
- Risk mitigation ensures little time is spent on the "fine print" and legal intervention because it has been pre-vetted
- Category discounts on A/V, food and beverage, décor, function space, staff rooms and office space lower program costs
- Soft dollar value-adds like complimentary rooms, suite upgrades, amenities and free/reduced parking, enhance the overall event experience

## Client Events, Continuing Education & Familiarization

Experient and Maritz, largely due to their commitment to the industry, believe strongly in providing ongoing education and informational opportunities to our clients. You, should you choose, will have opportunities to participate in Experient, Maritz, or Experient/Maritz Strategic Alliance Partner's Hosted Buyer groups for IMEX Americas and Europe, as well as at AIBTM and EIBTM. Throughout the year there will be opportunities presented to you to attend familiarization events with new and revitalized destinations and venues that look like they could potentially be a fit for future programs. Experient and Maritz also host



client education events that provide you the opportunity to meet with other planners to learn and exchange best practices.

## Thought Leadership & Industry Presence

We lead the industry through leadership positions, and we fill 18 seats on industry advisory boards. Our team members hold nearly 200 memberships in industry associations including AMP, ASAE, IAEE (US and Asia), CAEM, MPI, GBTA, PCMA, and TSEA. Experient has a proud legacy of active involvement and membership within industry associations as part of our thought leadership goals. Our team members hold memberships in industry associations including:

- Association of Meeting Professionals (AMP)
- American Society of Association Executives (ASAE)
- Global Business Travel Association (GBTA)
- Green Meetings Industry Council (GMIC)
- Hospitality Sales and Marketing Association International (HSMAI)
- International Association of Exhibitions and Events (IAEE) (US and Asia)
- Meeting Professionals International (MPI)
- National Coalition Black Meeting Planners
- National Latino Meeting Planners Association
- Professional Convention Management Association (PCMA)
- Project Management Institute (PMI)
- Society of Government Meeting Professionals (SGMP)
- Corporate Event Marketing Association (CEMA)
- Cruise Lines International Association (CLIA)
- Direct Selling Association (DSA)
- Green Meeting Industry Council (GMIC)
- Incentive Marketing Association, Incentive Travel Council (IMA)
- Recognition Professionals International (RPI)
- Society of Incentive Travel Executives (SITE)
- United States Travel Association (USTA)



Industry certification is emphasized for our staff members and our company supports these efforts philosophically and financially. This provides assurance to our clients that they are working with highly trained and knowledgeable staff members on their account team. In many ways, our company has more certified professionals than some meeting management companies have employees! Our staff has been recognized as leaders and experts with the following credentials:

- 120 have their Certified Meeting Professional (CMP) from the Convention Industry Council.
- 10 have their Certified Exhibition Manager (CEM) from IAEE.

- 28 have their Project Management Professional (PMP) from the Project Management Institute
- 7 have their Certification in Meeting Management (CMM) from MPI.
- 4 have their Certified Association Sales Executives (CASE) from PCMA.
- 3 have their Certified Association Executive (CAE) from ASAE.
- 2 have obtained the Strategic Meeting Management Certification (SMMC) from GBTA.

## Meeting Sourcing Internationally

Our teams have:

- Booked Events in 41 Countries Around the World!
- Sourced millions of international room nights
- Signed thousands of contracts representing Association, Government & Corporate markets
- Expanded our Client's Global Reach...delivering impact on their bottom line
- Sourced and Managed Housing for large international citywide events
- Formed Strategic Hotel Partners, DMCs, and PCOs who share our high standards

## What Does a Perfect Client Look Like to our Team?

You! That's why I reached out right away, so we didn't miss the boat! We love fun, innovative, technologically savvy clients... and it's even better when they are highly tuned in to their attendees (or at least having the desire to head in that direction). We want you to tell us what makes your "stakeholders" tick. What you need for your bigger meetings may be very different than what you need for your smaller ones. Lucky for you, we have a bit of experience in both types of meetings... and even better, we can't wait to hear about what your plans are for the future to see how we may be able to contribute to your success. At first we are going to do a lot of listening. Eventually, if and when you want it, we can share best practices from other meetings and events.



## What Do Most Clients Do?

There is no such thing as average. We manage a diverse portfolio of clients and each one is unique in the services they request... many of those requests have come over time, as a result of working side by side as a team to determine what is best kept internal within the client's remit, and what items that they could take off their plate to "lighten the load". For many clients, different meetings have different requirements. Each meeting and/or event, is looked at from a unique perspective. We will work together to find out what is going to work best for your team.

We love figuring out ways we can help brighten your day. We know you know your partners, customers and employees best... you work with them every single day. Our goal? To learn and absorb like a sponge as many of the small things that are “must haves” for your stakeholders for a successful event, and then make sure the venues and partners we vetted for you can deliver. We will know we have reached success when you trust us enough to ask us what we think.

## **How Do You Get Back In The Driver's Seat After Contract?**

Easy! We never take you out of it. Ultimately, you know what you require to hold the meeting. You know what drives your attendees to want to come to your meeting. You know what the Return on Investment or Involvement needs to be for your meeting. Why would we ever take you away from steering wheel?

Our goal is to give you the right car to drive. We don't want to give you a stick if you only know how to work with an automatic (unless we get you some lessons first). We want to make sure you have heated leather seats if you are in a colder climate. Maybe we choose a light colored car for a warm climate. We don't want to pick a car that appears to be a killer deal on the surface, but in reality would cost you a fortune to maintain or fix the first time something “broke”.



Okay, okay... enough with the car analogies. Our goal is to give you the tools you need, at the right price, without surprises... and maybe with a few fun features that you weren't expecting thrown in without any markup (We also promise to keep you from getting suckered in by that BMW you saw advertised at a \$299 monthly lease price. We'll warn you that it doesn't exist, before you waste your time at the dealership, as that model would be the one with the roll up windows that's never available on the lot).

You decide which site visits you would like to attend - and we will be there at your side to ask the questions you may not be comfortable asking, or catch the few you may not think to ask. Consider us your second set of eyes. Best part? We set them up for you with the help of our CVB and hotel partners. Many times your air and hotel are fully covered and we coordinate the logistics for you from door to door.

You are presented with all responses and all the inside scoop on conversations that took place (we can even bcc you until you find it boring and ask us to stop). We make a final recommendation, but you never ever stop making the decisions. If as a team, we ever feel like we have hit a dead end in a specific city with a meeting, we start fresh in a new one... as a team.

You always conduct the final review of the contract, and you always sign it. Without exception.

## How do you bill? What's in it for us?

Our charge for sourcing and strategic site selection is **absolutely complimentary**. Experient receives a commission from our hotel partners after you have chosen the best venue for your meeting. Our lowest rate clause in every contract guarantees that the rates you pay will never be higher due to our commission, and



better yet? It will never be higher than any other rate at that venue for a similar sized event.

No catches... Should you decide to add on additional products and services down the road that are fee based, we would be happy to provide you pricing for add-ons. Generally the level of complexity, the amount of staff, and customization will dictate the price that you pay for add on services.

## Add Ons - Experient & Maritz

Experient and Maritz have combined the best talent, research, experience, resources, motivation solutions and technology in the meeting and event industry into one business.

For our customers, this integrated scope of services means immediate access to specialists in data management, attendee management, event logistics and exhibition services. Our clients benefit from our knowledge of best practices and our consultative approach to project planning and implementation. Look below to view the products and services that Experient integrates to deliver customer satisfaction. The best part? All of the services below are owned and managed by Experient | Maritz. When you add on these products or services, the buck stops with us! No finger pointing at another third party vendor when we need to troubleshoot or be collaborative!

### Supplier Partner Negotiation & Management

We oversee the vendor management process by understanding all of your requirements and preferences, and by researching and presenting proposals from qualified vendors with recommendations for your final decision. Our fair and competitive bidding process help you manage pricing, and allow us to negotiate the most competitive contracts in the industry... on your behalf. We can continue the management process by coordinating and communicating all logistical requirements during the pre-planning phase and monitoring all vendor services onsite, should you wish.

**We do not mark-up or charge a handling fee on any supplier expense.** This business practice assures that you receive the absolute best prices available -- hidden charges are not part of the financial equation.

AV & Production Services	Speakers	Entertainment
General Service Contractors	DMC's & PCO's	Photographers
Exhibit Coordination	Off Property Events	Signage
Floral & Tabletop Design	Linens	Lighting & Sound
Security	Equipment Rental	Web Event Design

We determine the ancillary needs for CSI in conjunction with your staff. We develop a comprehensive and service-specific RFP to submit to prospective suppliers. Prior to negotiating on your behalf, we will compile the results, comparing rates and services, to make final recommendations. Offering creativity, a collaborative spirit and attention to detail, we can help our client's gain success by assisting in these areas:

## Registration & Housing Technology

We have a wide range of products that can provide a unified registration and housing services - at a variety of price points with varying levels of customization... for meetings for 6 to trade shows with 60,000. From [Project Coordination](#) to [Customer Service and Badge Production](#)... From [Application and System Management](#) to [Information and Financial Management](#)... We can fit the unique needs of many different clients:

We will:

- Simplify the process [Online Reservation System Management](#)
- Streamline the cost with a [Unified Registration and Housing](#) system if required
- Increase your return on investment

With one log-on, your attendees will be able to:

- Register to attend
- Select any special events or education sessions
- Reserve a hotel room
- Pay in one easy transaction
- Receive a single confirmation of the entire process

Think of Us as:

- An extension of your staff
- A resource that puts experienced professionals



- where you need them with [On-site Management](#)
- when you need them
- Someone to coordinate your needs
- An advisor to make the most of the data you collect with [DecisionPoint™ Client Information Portal](#)

While some providers talk about quality, we measure it! Some of these measurements include:

- On time delivery of web sites
- Build accuracy including unique business logic requirements
- Accuracy and timeliness of badge production and mailings
- Responsiveness and accuracy of [Customer Service](#)
- Onsite queue and processing times

Our Quality Scorecards contain more than 30 individual metrics measuring the quality of our registration services in areas considered to be “critical-to-quality” for our customers and our business, such as ensuring accuracy; on-time delivery and attendee satisfaction meet or exceed our standards. Our employees align their performance to meet or exceed these standards. We take a consultative approach to configuring the right registration solution that will maximize your return on investment (ROI).

## **Event Logistics, Design & Management**

Should you ever wish to stop counting tea bags and wine bottles, we have a team of Meeting and Event Managers that are strong negotiators and creative menu designers. For each function of your event, they will review past event menus and discuss new objectives, budgets and theme ideas.

Your MEM can take your team’s strategic vision and bring it to life, by consulting with chefs and catering managers to select menus that achieve event goals, and remain within designated food and beverage budget guidelines. Menus will be selected for diversity and theme, and achieving an overall food and beverage balance throughout the program.

We have developed a number of formulas to assist in ordering the correct quantity of food and beverage for coffee breaks, continental breakfasts, and receptions. Additionally, our onsite staff requires the facility to monitor consumption and conduct liquor and soft drink inventories for all functions. Outside of our volume buying on guest room rates and services, one of the quickest places our clients receive cost savings is through our onsite food and beverage management. With every new client, our proven methods have documented typical food savings of 10% as well as liquor savings of 25%.

We will review the event site, the food and beverage options, and recommend the menus within your designated F&B budget. We can help with [Pre-Event Planning](#), that can include some or all of the following:

- Help with [Food & Beverage Management](#) through menu suggestions, layout, seating and room configurations
- Negotiate food and beverage menus and associated costs and calculate meal guarantees using historical information, meeting schedules, attendee registration, and other data points
- Coordinate onsite procedures for all food and beverage events including: Attending the pre-meal meeting with banquet servers/captains prior to events to ensure service plan will achieve standards; and, meeting with catering managers to determine a plan to compile actual attendance numbers for every function (clickers, plate counts and head counts)
- Facilitate onsite food and beverage management and supervision. Read more about [Onsite Management](#)
- Reconcile all food and beverage-related invoices and conduct a full [Post-Event Analysis](#)

We focus on managing costs and maximizing service levels for our customer's food and beverage events.

## Post Conference Innovation

Effectively measure the performance of your events and maximize ROI with the Luminosity™ family of survey and analysis offerings. Luminosity helps organizers validate the tangible and intangible impact of their events through the development and measurement of key objectives.

Why Luminosity?

- Refines and improves event objectives, generating better results that help you meet your goals and ensure the success of future events.
- Saves time and money by outsourcing the development of actionable event surveys during prime event planning periods when you are at your busiest.
- Compiles easy-to-use professional reports in familiar industry-related business terms to share with senior level executives.
- Thorough analysis assures event organizers that they are delivering relevant programs and events to their audiences and maximizing ROI.

Key Advantages

- Luminosity output is generated by staff trained and certified by the [ROI Institute](#), the leading resource on research, training, and networking surrounding the ROI Methodology.
- Evaluation and measurement are enabled through the establishment of clearly defined event objectives that focus on the effectiveness of delivery via event design, execution and **follow-through**.
- Professionally developed and managed survey administration ensures that the data collected provides valid intelligence to help gauge and fine-tune event design and participant satisfaction while supporting repeat registration, sponsorship and exhibitor sales over time.

- Having event survey data developed and evaluated by a seasoned third-party provides a level of unbiased, objective review and recommendations that only experts in event management can provide.

## Contact Information

Have any questions? Need any preliminary clarification on anything you've read? Don't hesitate to reach out!

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