



**Premier Meeting Solutions  
Case Study  
2009 Annual Conference  
Disney - Orlando, FL**

Due to the economic downturn, Premier recognized quickly that the anticipated attendance for the Federation of Exchange Accommodators (FEA) 2009 Annual Meeting was going to be significantly less than originally expected and contracted. Acting quickly, and working in collaboration with FEA and the Disney team, Premier was able to re-evaluate the program, release un-needed rooms and adjust the meeting space to accurately accommodate FEA's new requirements.

Lindsay Groff, VP of Premier Meeting Solutions, met with Josh Gold face-to-face in Orlando, at the Contemporary, on May 27, 2009 to discuss the reduction in room block and other items for FEA's 2009 Annual Conference. Through a long-standing partnership with Disney properties, Premier was able to reduce the original room block and F&B commitment, saving FEA well over \$100,000 in potential attrition. These savings helped to keep a struggling organization afloat during trying financial times and, by acting quickly, also allowed the resort an opportunity to resell rooms and space.

