

We Help DOSs Sell



Top 10 Techniques That Sell a Property

Newsletters that strengthen customer relationships

Brochures that target profitable market segments

PR campaigns that produce press coverage of your hotel

Loyalty programs that help retain customers and increase stay frequency

Sales materials that promote meetings and social events

Marketing tools that take your unique property beyond your brand

Direct-mail campaigns that publicize services and promotions

Ads that feature specials and increase occupancy during slow times

Marketing campaigns that drive customers to your Web site

Trade-show strategies that help start new relationships

Eason Communications LLC

Your Marketing Team

415-242-5244 • www.easoncom.com

(continued below)

Put Our Hospitality Marketing Experience to Work for You

Eason Communications LLC has created successful marketing campaigns for major-brand hotels such as Hyatt, Sheraton, Westin, Crowne Plaza, Holiday Inn, Hilton, Embassy Suites, Doubletree and Residence Inn, as well as many independent properties. We can empower your sales force, market your property beyond your brand and create cross-selling opportunities.



EVENT PLANNING & FACILITIES GUIDE

Jor your Wedding Day, let us help you create a reception that captures your personal style. Our professional staff will guide you in planning an elegant luncheon, an hour of scenic reception in a spectacular five-course dinner. Host your reception in the Champagne Room, which overlooks a lake and English garden. Or choose the newly renovated Grand Ballroom, which comfortably accommodates up to 600 guests. Ample free parking and special room rates for your guests make the Hilton an attractive choice for your wedding.

Catering services are available for coordinating arrangements such as floral decorations, music and photography. We'll orchestrate the details, so you can look forward to the occasion. And since the cake is cut and the first dance is danced, you can relax in your own suite – compliments of the Hilton.



Hilton

1250 Lakeside Drive, Sunnyvale, CA 94086-4010
 Redwood Parkway (US 101) at Lawrence Expressway
 (408) 735-6000 FAX (408) 735-7147

EMBASSY SUITES RESORT

LAKE TAHOE — ALL-SEASONS MEETING PARADISE

The majestic Sierra surrounding a sapphire lake... snowshoes adventures from snow-driving to snowshoeing... This is Lake Tahoe. Meeting planners will see new reviews for orchestrating a gathering in this all-season resort with activities designed for every lifestyle.

Sleigh-Rides, Skiing and Snows

Lake Tahoe fulfills everyone's fantasy of a winter wonderland. Snow blankets the mountains and clings to the towering pines, skiers glide down steep slopes and snowmobilers gather around idling torpedoes. And "Yahweh Snows!"

Pleasant Packages for Snow — and Show — Enthusiasts

Prepare to be amazed on the shores of Lake Tahoe. Our winter ski and show packages feature magnificent skiing and the magical new show, *Spellbound*.

It's Showtime

You can enjoy our *Spellbound Show* Package from now until December 5. Begin your stay with a piping hot beverage at the nightly manager's reception held in our glamorous atrium. Then retire to your sumptuous resort room until the evening's festivities begin. You'll receive a \$10 Dining for Two certificate at Zephyr's restaurant and tickets to *Spellbound*, an extravaganza of mystery and illusion. Wake up the following morning to our hearty American breakfast (complimentary of course!) The package is only \$89 per person (double occupancy).

Ski Getaways

They provide and suggesting Lake Tahoe views await those who yearn for a day on the slopes. Our *Winter Ski Package* includes a two-room suite and two full-day lift tickets at your choice of

MONTEREY MAGIC

News from the Hyatt Regency Resort and Conference Center, Monterey, Calif. 1998

Great Wine Escape Weekend – November 13-16, 1998

Experience the remarkable wines and breathtaking vineyards of Monterey Wine Country at the Great Wine Escape Weekend, November 13-16. You can visit 24 wineries at 15 locations, taste the wines, talk with the winemakers and meet the owners. Drive your own car or take a chartered bus tour to enjoy the festivities. Tickets are \$30 per day if you drive your own car. A weekend pass can be purchased for \$45. Bus tours are \$40 per day. You will receive a commemorative wine glass and wristband that serves as your entrance to the wineries and a special tasting at the Hyatt Regency. Designated drivers receive a special mmm! Great chefs of Monterey will be paired with great winemakers of Monterey. Enjoy the ultimate celebration at 10 different restaurants with two winemakers at each location. Show your wristband. (Continued on Page 2)



HYATT NEWS

Turn a Great Monterey Meeting Into a Vacation Anywhere

When you take advantage of Hyatt Meeting Dividends™ at Hyatt Regency for your next meeting with 10 or more guest rooms, you can earn bonus points redeemable for free nights at Hyatt Hotels & Resorts worldwide. As little as 8,000 points gets you a free night. Or choose bonus miles toward free flights with one of Hyatt's participating airline partners. And now, when you hold a meeting from November 11, 1998 through January 7, 1999, (Continued on Page 2)

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Location: <http://www.sheratonsfo.com/>

Sheraton Gateway Hotel

Whether you need a meeting site, a banquet facility, or a relaxing getaway, the Sheraton Gateway at San Francisco Airport is an ideal choice.

- At a Glance
- Meetings/Catering
- Restaurant
- Guest Rooms
- Recreation
- Directions/Contact
- Reservations

The Sher provides for groups up to 750 or for smaller gatherings.

Accelerate your work speed in the 580/680 corridor with T1

Internet access has zoomed up to T1 speed at the Residence Inn by Marriott® in Pleasanton! Get fast connections in your room and in our meeting rooms. Or enjoy wireless T1 access while you relax by the pool or in our lobby. Our fast connections are guaranteed to shorten your work day! It's part of our commitment to providing the tools you need to do business in the 580/680 corridor.

Residence Inn by Marriott
 11920 Dublin Canyon Road
 Reservations: (800) 331-3131

Room to relax, room to work, room to breathe.®

Contact us for a quote on your next project.

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425 Market Street, Suite 2200
 San Francisco, CA 94105
www.easoncom.com
 Email: ellen@easoncom.com

Visit our Web site to see additional samples.

Attention Small Properties

We can act as your marketing department – handling all of your ads, brochures, sales materials, newsletters, Web sites, direct mail and PR as if we were on site.