

Why is it important to book in the block?

NEAFS has secured a room block and is providing discounted rates to NEAFS 2022 attendees based on a guaranteed percentage of attendees staying in the official conference hotel. Booking a hotel room outside of NEAFS's block impacts NEAFS meeting space, dates and rates in future years. Guaranteeing room blocks gives associations the opportunity to negotiate concessions, such as better room rates, free Internet, less expensive food and beverage, number of meeting rooms, affiliate meeting space, gym access, etc. Housing is a key component in how this leverage is measured, and booking outside of the contracted block decreases NEAFS's negotiating power—ultimately making the meeting more expensive and forcing future registration and hotel prices to increase! We know none of us wants to see higher attendance costs.

- **While we know you may be able to find cheaper accommodations elsewhere**, we have partnered with [this hotel](#) to secure the lowest possible rates *along with all of their meeting space* and give our attendees amenities such as having free in-room WiFi.
- You will help keep future Annual Meetings affordable for everyone!
- The majority of our attendees stay at an official NEAFS hotel, and you never know who you might meet in the lobby. Don't miss out on this opportunity to easily network with friends, colleagues, and representatives of exhibiting companies by staying in the hotels they are staying in so your paths will cross organically.

How am I affected when people book outside the block?

If NEAFS is not able to meet the guaranteed number of room nights booked in the block because attendees make reservations at other hotels, or at other accommodation options (such as Airbnb), or cancel/shorten their length of stay at the NEAFS hotels, then our overall room night performance is hurt. NEAFS is then exposed to significant penalties for not fulfilling our room block commitments. Should this happen, NEAFS could be forced to:

- 1) Increase registration and exhibition fees to cover these expenses
- 2) Cut back on services provided at the event such as meals, receptions, speaker support, attendee activities, and complimentary wireless internet access in key areas.
- 3) Risks NEAFS's ability to rebook at preferred hotels and receive discounted rates in other cities, meaning hotel rates could also increase at future meetings.
- 4) Finally, our ability to meet our guaranteed hotel performance could mean we do not qualify for the amount of convention center space we need at future meetings.

PLEASE DO YOUR PART TO MAINTAIN THE QUALITY OF FUTURE MEETINGS.