

Corporate Meeting & Event Planners

Includes:

- Over 12,100 Meeting & Event Planners
- Over 8,400 Corporations
- Detailed Destination & Planning Data
- Speakers/Entertainers Index
- Cross-Reference by Destination Preferences

SG™ The Salesman's Guide™
www.thesalesmansguide.com
Over 50 Years of Information Excellence



**Published by The Salesman's Guide,
an imprint of Briefings Media Group, LLC**

Copyright© 2011 by Briefings Media Group, LLC. All rights reserved.

This manual, as well as the software described herein, is provided under license and may be used or copied only in accordance with the terms of such license. The content of this manual is furnished for informational purposes only, is subject to change without notice, and should not be construed as a commitment by Briefings Media Group, LLC. Briefings Media Group, LLC assumes no responsibility or liability for any errors or inaccuracies that may appear either in this manual or in its companion database file.

Use of the copyrighted software that accompanies this manual is licensed to the Licensee for use only in strict accordance with the Multiple Use List License Agreement. Except as permitted by such license, no part of this publications may be reproduced or transmitted in any form, or by any means stored in any information storage and retrieval system, without prior written permission of Briefings Media Group, LLC.

The Salesman's Guide, the SG logo and *Corporate Meeting & Event Planners* are trademarks of Briefings Media Group, LLC. Microsoft, Windows, Office, Excel, Access and FoxPro are registered trademarks of the Microsoft Corporation. Goldmine is a registered trademark of FrontRange Solutions, Inc. dBASE is a registered trademark of dBASE, Inc. Lotus Notes is a registered trademark of LavaTech, Inc. FileMaker Pro is a registered trademark of FileMaker, Inc. ACT is a registered trademark of Interact Commerce Corporation. All other products or name brands are trademarks of their respective owners.

Corporate Meeting & Event Planners, 2011-12 edition

ISBN (paperback edition) 978-0-87228-620-7

ISBN (CD-ROM edition) 978-0-87228-621-4

Federal ID Number: 56-1492630

The Salesman's Guide™ has used its best efforts in collecting and preparing material for inclusion in *Corporate Meeting & Event Planners*™, but does not warrant that the information herein is complete or accurate and does not assume, and hereby disclaims, any liability to any person for any loss or damage caused by errors or omissions in *Corporate Meeting & Event Planners*™, whether such errors or omissions result from negligence, accident or any other cause.

CORPORATE MEETING & EVENT PLANNERS 2011-12

Data File CD-ROM Edition

Installation & Setup Manual Contents:

Installing the Data Files	4
Code Legend	5
Frequently Asked Questions	9
Technical Support	10
Order Form	11

Installing the Data Files

CD File Copy Walk Through:

Locating the Files:

- Place the CD-ROM Disc into the CD Drive.
- Double click the My Computer icon on the desktop
- Look for the icon that looks like a CD-ROM Disc
- Double click on the CD-ROM Disc Icon
- Look for a folder labeled with the product name followed by formats. (*Example: MP_Formats*)
- Double click on the MP_Formats folder

Inside this folder you will see 4 files listed. The Files listed will have icons displayed. The files all have the same name MP.Txt / MP.Mdb / MP.xls

Please note you might not see the file extensions. If this is the case the you will have to look at the icons.

The icon descriptions:

- Yellow Key = Microsoft Access
- Green X = Microsoft Excel
- White Text Pad = Comma-Delimited File
- Green W = Word (code legend)

Please note if you do not have these programs installed these icons will not appear.

Copying the Files:

- Right click on the needed file
A sub menu will appear.
- Left click on the copy option
This will copy the file to the computer memory. You will need to then select a location for the file. The desktop is a good place to copy the file. Click to your desktop. Once there...
- Right click again and select paste.
This will copy the selected file to the desktop.

Changing the file from read only:

Right click on the file you just placed on your desktop. The sub menu will appear. Left click on properties. Next, click the check box out of the read only field. Click ok. The file is now ready for manipulation. This process is not required for the code legend file.

CODE LEGEND

NAME	TYPE	DESCRIPTION
First	Text	First Name of Contact
Middle	Text	Middle Name/Initial of Contact
LastName	Text	Last Name of Contact
Contact Title	Text	Contact's Title
Prefix	Text	Beginning Of Company Name
CompanyName	Text	Company Name
Divisions	Text	Division, Subsidiary or Parent Company
Street	Text	Post Office Box/Address
Street2	Text	Street Address Continued
City	Text	City Name
State	Text	State Abbreviation
Zip	Text	Zip Code
Company Phone	Text	Company Phone Number
Company Fax	Text	Company Fax Number
WebSite	Text	Web site Address (URL)
Company E-mail	Text	General Corporate E-mail Address
Speaker	Yes/No	Does This Organization Hire Speakers?
Entertainer	Yes/No	Does This Organization Hire Any Entertainers?
Teleconferencing	Yes/No	Does This Organization Use Teleconferencing?
Videoconferencing	Yes/No	Does This Organization Use Videoconferencing?
Meetings	Text	Number of meetings held Var. = Various
Attendees	Text	Number Of Attendees U= Under 50 C = 201 – 500 A = 51 – 100 D = Over 500 B = 101 – 200 Var. = Varies
Days	Text	Number of days meetings are held Var. = Various
Months	Text	Months Meetings Are Held 1 = Jan 7 = Jul P = Spring 2 = Feb 8 = Aug S = Summer 3 = Mar 9 = Sep F = Fall 4 = Apr A = Oct W = Winter 5 = May B = Nov V = Various 6 = Jun C = Dec All = All Months

NAME	TYPE	DESCRIPTION
Facility D	Yes/No	Facilities Used For Meetings
Considers use of Downtown facilities when planning meetings.		
Facility A	Yes/No	Facilities Used For Meetings
Considers use of Airport facilities when planning meetings.		
Facility R	Yes/No	Facilities Used For Meetings
Considers use of Resort facilities when planning meetings.		
Facility S	Yes/No	Facilities Used For Meetings
Considers use of Suburban facilities when planning meetings.		
Facility C	Yes/No	Facilities Used For Meetings
Considers use of Cruise facilities when planning meetings.		
Facility G	Yes/No	Facilities Used For Meetings
Considers use of Golf facilities when planning meetings.		
National	Yes/No	Considers meeting destinations throughout the USA.
International	Yes/No	Considers meeting destinations worldwide.
Northeast	Yes/No	Considers meeting destinations throughout the Northeast.
Southeast	Yes/No	Considers meeting destinations throughout the Southeast.
Midwest	Yes/No	Considers meeting destinations throughout the Midwest.
West	Yes/No	Considers meeting destinations throughout the West.
OCDest	Text	Outside of Continental USA Destinations 1 = Canada 2 = Mexico 3 = Caribbean 4 = South America 5 = Europe 6 = Middle East 7 = Africa 8 = Far East 9 = South Pacific 10 = Hawaii 11 = Alaska
BizCode	Text	Business Code (See the Business Category index below)
TypeOfBiz	Text	Type of Business
Contact Phone	Text	Contact's Phone Number
Ext.	Text	Contact's Phone Extension

BUSINESS CATEGORY INDEX

CODE	BUSINESS CATEGORY	QUANTITY
01	ADVERTISING & SALES PROMOTION AGENCIES	231
02	ADVERTISING SPECIALTY & PREMIUM JOBBERS	93
03	AGRICULTURAL EQUIPMENT & SUPPLIES	217
04	APPAREL (NOT JEWELRY)	202
05	AUTOMOBILES, MOTOR VEHICLES & AUTOMOTIVE EQUIPMENT, RECREATIONAL VEHICLES	520
06	BANKING	226
07	BEVERAGES (LIQUOR, BEER & SOFT DRINKS)	138
08	BROADCASTING COMPANIES & STATIONS	107
09	BUSINESS & COMMERCIAL EQUIPMENT	301
10	CARPET & TEXTILES	89
11	CHEMICAL PRODUCTS	299
12	DRUGS, TOILETRIES, COSMETICS & DETERGENTS	386
13	ELECTRONIC & ELECTRIC EQUIPMENT & SUPPLIES	519
14	ENTERTAINMENT & RECREATION EQUIPMENT (RECORDS, SPORTING GOODS, MUSICAL INSTRUMENTS, ETC)	232
15	FEED MILLS & PET FOODS	60
16	FOOD PRODUCTS, DISTRIBUTORS	634
17	FURNITURE & HOUSEHOLD GOODS	136
18	HARDWARE	144
19	HEATING, COOLING & PLUMBING EQUIPMENT & SUPPLIES, PUMPS	306
20	HOUSEHOLD & PERSONAL ELECTRIC & GAS APPLIANCES	87
21	HOUSEWARES (GLASS, CUTLERY, GADGETS)	67
22	INDUSTRIAL EQUIPMENT & SUPPLIES	1,147
23	INDUSTRIAL EQUIPMENT & AGENCIES CANADA=94	920
24	MAIL ORDER HOUSES	24
25	MOTELS, HOTELS & RESTAURANTS, FAST FOOD CHAINS	121
26	NEWSPAPERS	67
27	OIL & GASOLINE COMPANIES	145
28	PAINTS	63
29	PAPER PRODUCTS	164
30	PRINTING	102
31	PUBLIC UTILITIES (GAS, ELECTRICITY, PHONE)	186
32	PUBLISHING (BOOKS & PERIODICALS)	383

CODE	BUSINESS CATEGORY	QUANTITY
33	SUPERMARKET CHAINS	107
34	TOBACCO COMPANIES & SUPPLIES	34
35	TOYS	33
36	TRADE ASSOCIATIONS & SHOWS	183
37	TRADING STAMPS	3
38	TRANSPORTATION SERVICES (AIRLINES, RAILROADS, BUSES, FREIGHT FORWARDERS, TRAVEL AGENTS	444
39	CONSTRUCTION INDUSTRY	464
40	PHOTOGRAPHY & OPTICAL INDUSTRIES	91
41	N.E.C.	1,629
42	MEDICAL RELATED, MEDICAL EDUCATION , HOSPITAL, DENTAL	1,009
43	MEETING PLANNERS, SEMINARS, MANAGEMENT CONSULTING,	1,449
44	COMPUTERS, SOFTWARE, DATA PROCESSING	716
45	EDUCATION	590
46	FINANCIAL SERVICES, ACCOUNTING	497
48	REAL ESTATE, REALTORS	104
49	SPORT TEAMS	187
50	TELECOMMUNICATIONS	201
51	AIR & SPACE	119

Frequently Asked Questions

- Q:** I have completed the installation walk through, but I am having trouble locating the data file. Where is it?
- A:** The data file can be found either on the desktop or in the directory you selected during installation. (See Figure 8)
- Q:** I have ACT. Will the CD data work for me?
- A:** First open ACT. Then under File, open the comma delimited data file located either on the desktop or in the directory you selected during installation. ACT will convert the data to ACT when you open the file. User defined layout map will need to be created. The conversion may take 1 to 10 minutes, depending on the file size.
- Q:** I have Office with Access and want to use the data with Access.
- A:** First open Access, then under File, open the delimited data file located either on the desktop or in the directory you selected during installation. Access will convert the data into Access format.
- Q:** When using Excel, some fields show ### or truncated data. What do I do?
- A:** You need to adjust the width of the columns. Once the column width has been expanded, the data should be more clear.
- Q:** I need to sort the data for labels in Excel. What do I need to do?
- A:** Excel makes this action relatively easy. The sort function is under Tools. Be sure to highlight the entire page, not just one column.
- Q:** I'm not very familiar with the database program I have on my computer. Where do I go for further technical assistance?
- A:** We have compiled for you a list of technical support telephone numbers in Chapter Five for most major database program manufacturers.
- Q:** How can I know more about your products, so I can improve my marketing and sales for my company?
- A:** You can learn more about our company and the products we offer in many ways. The easiest way is to visit our Web site at: www.briefingsmediagroup.com

Technical Support

The *Corporate Meeting & Event Planners*™ database file is a flat data file for use with the current database program you have installed on your computer system. This booklet has been designed to assist you with the setup and installation of the data file. Should you need assistance with the installation of the data file, you can contact our Customer Service department at 800-223-1797. Should you need assistance in using your database program (i.e. how to run a query, sort the data, etc.) please refer to the manufacturer from which you purchased your database software package. To assist you in doing so, we have prepared the following list of Technical Support Hotline telephone numbers and Web site addresses for most major database manufacturers.

ACT!	800-927-3989	www.act.com/support
dBASE	888-322-7332	www.dbase2000.com
FILEMAKER PRO	800-965-9090	www.filemaker.com/support
GOLDMINE	800-755-2100	support.frontrange.com
LOTUS NOTES	800-437-6391	www.lotusnotes.com
MICROSOFT ACCESS	800-936-5700	support.microsoft.com
MICROSOFT EXCEL	800-936-5700	support.microsoft.com
MICROSOFT FOXPRO	888-936-4900	support.microsoft.com

Also from The Salesman's Guide...

We would like to thank you for your purchase. Let us help you further tap into your markets with comprehensive, accurate & up-to-date contact information on buyers in the following industries!

To secure your 10% discount, give this code to your Sales Rep:

MP11CD

Check Here!		Directory	dBase CD w/FREE book
	Men's & Boy's Wear Buyers	\$329. ⁰⁰	\$659. ⁰⁰
	Women's & Children's Wear Buyers	\$329. ⁰⁰	\$659. ⁰⁰
	Gift, Housewares & Home Textiles Buyers	\$329. ⁰⁰	\$659. ⁰⁰
	Mass Merchandisers & Off-Price Apparel Buyers	\$329. ⁰⁰	\$659. ⁰⁰
	RN & WPL Encyclopedia		\$499. ⁰⁰
	Corporate Meeting & Event Planners	\$549. ⁰⁰	\$1299. ⁰⁰
	Association Meeting & Event Planners	\$650. ⁰⁰	\$1299. ⁰⁰
	Premium, Incentive & Travel Buyers	\$369. ⁰⁰	\$739. ⁰⁰
	Hospital Phone Book	\$195. ⁰⁰	\$389. ⁰⁰
	Medical Meeting & Event Planners		\$995. ⁰⁰
	Religious Meeting & Event Planners		\$995. ⁰⁰

Please add state sales tax for: FL (6%), VA (5%), CO (2.9%), IL (6.25%) and MO (6%). Print version directories may be returned within 30 days. CD-ROM products are non-returnable unless product is defective.

ALL CHECK/CREDIT CARD ORDERS WILL RECEIVE FREE SHIPPING AND HANDLING!

Name _____ Company _____
 Street _____ Tel _____
 City _____ State _____ Zip _____ Country _____
 Fax _____

Card Number _____ Expires _____

Signature _____

Check One: ☐ VISA ☐ MasterCard ☐ AMEX

☐ Enclosed is my check payable to The Salesman's Guide

Call (800) 223-1797 to speak with a Sales Rep or Fax this form to (804) 217-8997 to order.

Or mail this form with payment to:

The Salesman's Guide • 2807 N. Parham Rd • Suite 200 • Richmond • VA • 23294



The Salesman's Guide is an imprint of



2807 N. Parham Rd., Suite 200
Richmond, VA 23294
800-223-1797
www.briefingsmediagroup.com