

MINT CONDITIONS (April 2010)

As a member of Destination Marketing Association International (DMAI) and as a subscriber of the Meeting Information Network (MINT) historical database system, I, _____, as the President/CEO/Executive Director of _____ (DMO Name) agree to support the MINT system.

In order to make MINT the most complete meeting information resource in the industry, I commit to follow the reporting rules and procedures outlined below, as defined by the DMAI Sales & Marketing Committee. I further commit to guarantee that our staff will consistently and completely report all information for reportable meetings.

REPORTING RULES

What and when is information reportable to the MINT system?

WHAT	WHEN
<ul style="list-style-type: none"> • Bookings – Meetings/events confirmed <u>definite for the future</u> using greater or equal to 50 rooms on peak night. Bookings held on a regular basis and rotate among destinations. <i>[NOTE: This 50 room threshold lowers to 25 rooms* on peak night for those DMOs with the capability to electronically report their bookings (i.e., via CRM system application program interface-API)]</i> 	At least on a monthly basis or as soon as the booking is confirmed to definite status
<ul style="list-style-type: none"> • Histories – Post event data on those bookings using greater or equal to 50 rooms on peak night.* 	Within 90 days of the meeting/event end date; after this time period the record is marked as delinquent.
<ul style="list-style-type: none"> • Organizations, Meeting Profile, Contacts-add NEW organizations, meeting profiles and contacts for bookings and histories or UPDATE organizations, meeting profiles and contacts to existing records. 	Ongoing

*The difference between the number of rooms on peak night for bookings versus the number of rooms on peak night for histories addresses the need for smaller meetings to be included in MINT while maintaining the original requirement of 50 rooms on peak for histories.

I make this commitment as evidence that our DMO fully understands the reporting system and have designated certain staff members to champion and adhere to these reporting rules. We also make this commitment with the full understanding that if we are delinquent for bookings and histories, we will be unable to receive information from the MINT system until we have brought our delinquencies up to date.

We truly believe in this industry collaboration and the concept that the exchange of information is one of the cornerstones of DMAI and the DMO industry.

Signed:

President/CEO/Executive Director

Print Name/Date

Primary Sales Leader

Print Name/Date

Convention Services Leader

Print Name/Date

MINT Administrator

Print Name/Date

DEADLINE: April 30th, 2010
PLEASE RETURN TO:

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