

Amplify Your Group Business

Cvent and HyperDisk Marketing have created an exclusive marketing service solution for hotels through customized exposure, market insights, integrated advertising and ongoing results optimization. As your Premiere Digital Agency Partner, HyperDisk will provide hotels with a 5-20% reduction on new and existing Cvent/Elite Meeting bundles. This exclusive solution provides your hotel with:



Increased visibility on the largest global planner network



Growth in direct group leads (RFPs)



Enhanced brand recognition



Insights to build market share

Looking for a venue for your next event? Get started with your free account

4

3

2

1-15 of 378 Results Units: Sq. Ft. Sort by: Cvent Picks

1. The Westin South Coast Plaza, Costa Mesa

With 35k sq. ft. of versatile space & superior service, we are a perfect choice for all types of meetings & events. Our 26 meeting spaces run the gamut from intimate private rooms to 7,600 sq. ft. Plaza Ballroom. In partnership with Costa Mesa CVB

Hotel Rating: 4.5 stars
City: Costa Mesa
Sleeping Rooms: 393
Meeting Rooms: 34
Largest Mtg Rm: 7,598 Sq. Ft.
Meeting Space: 60,000 Sq. Ft.

2. DoubleTree by Hilton Hotel Irvine - Spectrum

The Doubletree Hotel Irvine at the upscale Spectrum business park in the heart of southern California's Technology Coast is the only full service hotel at Irvine Spectrum.

Hotel Rating: 4 stars
City: Irvine
Sleeping Rooms: 232
Meeting Rooms: 9
Largest Mtg Rm: 2,554 Sq. Ft.
Meeting Space: 4,000 Sq. Ft.

3. DoubleTree Suites by Hilton Hotel Doheny Beach - Dana Point

Located within walking distance of Doheny Beach and minutes from Laguna Beach, The Doubletree Suites by Hilton offers 12,700 square feet of flexible indoor or outdoor meeting space and an experienced catering staff for your conference and seminars.

Hotel Rating: 3.5 stars
City: Dana Point
Sleeping Rooms: 196
Meeting Rooms: 14
Largest Mtg Rm: 4,281 Sq. Ft.
Meeting Space: 14,000 Sq. Ft.

4. The Waterfront Beach Resort, A Hilton Hotel

Located in beautiful downtown Huntington Beach in the heart of Orange County, the Hilton Waterfront Beach Resort is centrally located to all of the attractions and entertainment. Hotel offers 290 guestrooms and 21,500 sq ft of flexible meeting space.

Hotel Rating: 4.5 stars
City: Huntington Beach
Sleeping Rooms: 290
Meeting Rooms: 23
Largest Mtg Rm: 5,874 Sq. Ft.
Meeting Space: 20,000 Sq. Ft.

5. Jestic Garden Hotel

With a variety of floorplans, you could really use any of our meeting spaces. With over 20,000 square feet of meeting space next door to Disneyland Resort, it's easy to make your meeting sparkle. Book now and ask about our Visa Gift Card worth up to \$1000.

Hotel Rating: -
City: Anaheim
Sleeping Rooms: 489
Meeting Rooms: 19
Largest Mtg Rm: 8,280 Sq. Ft.
Meeting Space: 20,000 Sq. Ft.

6. Radisson Hotel Newport Beach

The event venue, spanning 12 meeting rooms with 20,000 square feet of space, includes one boardroom, a ballroom and an outdoor dining area. Convenient services make it easier to plan an impressive business or social gathering.

Hotel Rating: 4 stars
City: Newport Beach
Sleeping Rooms: 335
Meeting Rooms: 12

People also viewed...

- CA - Los Angeles
- CA - Palm Springs
- CA - Santa Barbara
- FL - Fort Myers / Naples
- HM - Santa Fe
- SC - Hilton Head

Featured

3

4 Diamond ♦♦♦♦
*Limited Inventory

3 Diamond ♦♦♦♦
*Limited Inventory

2 Diamond ♦♦♦

Enhance Your Placement

Increase exposure and better showcase your venue by upgrading your Cvent Diamond listing. Each level includes added profile benefits and features better than the last. With the hotel marketing packages, the focus and spotlight will be on your venue—other non-traditional event venues such as restaurants, special events, museums and other types will remain separate.

Marketing Package Opportunities

4 Diamond ♦♦♦♦
*Limited Inventory

Appear at the top of the search results with your picture ad! Your listing will rotate among other 4 Diamonds in your metro area regardless of their exact search criteria or any search filters that planners may have applied.

3 Diamond ♦♦♦♦
*Limited Inventory

Your picture ad will appear on the right-hand side of the search results. Your listing will rotate among other 3 Diamonds in your metro regardless of their exact search criteria or any search filters that planners may have applied.

2 Diamond ♦♦♦

This listing will appear in the top group of search results among the other 2, 3 and 4 Diamond listings. These listings will always rank higher than 1 Diamond and Basic listings.

* Upgraded listings and service provider marketing packages are based upon Major Metropolitan Area (MMA) and supplier type.

Compare Package Benefits

No matter which package you choose, your hotel will gain global brand recognition, increased exposure and receive special discounts. Check out all the package features for each Diamond level.

*Half diamond listing only available as part of the inclusion package for PHR hotels

PROFILE FEATURES	BASIC	HALF DIAMOND	ONE DIAMOND	TWO DIAMOND	THREE DIAMOND	FOUR DIAMOND
Marketing Exposure	No 1st page guarantee	Above Basic No 1st page guarantee	Above Half Diamond No 1st page guarantee	Above One Diamond 1st page guarantee	All pages (side)	All pages (top)
Image Gallery	0	5	5	15	30	50
Amenities	✓	✓	✓	✓	✓	✓
Bing Map Link	✓	✓	✓	✓	✓	✓
General Information Page	✓	✓	✓	✓	✓	✓
Meeting Capacity Chart	✓	✓	✓	✓	✓	✓
Profile Image	✓	✓	✓	✓	✓	✓
Virtual Tour	✓	✓	✓	✓	✓	✓
Listing Description	✓	✓	✓	✓	✓	✓
Listing Image	✓	✓	✓	✓	✓	✓
Point of Interest (Local attractions tab)		✓	✓	✓	✓	✓
Profile description		✓	✓	✓	✓	✓
Links to Venue Social Media Pages		✓	✓	✓	✓	✓
Need Dates on Profile			✓	✓	✓	✓
Document Library			✓	✓	✓	✓
Promotions				✓	✓	✓
Meeting Room Drill-in Pages				✓	✓	✓
Appears Regardless of Search Filters					✓	✓
Display Rating on Profile	✓	✓	✓	✓	✓	✓



For more information, contact Michael Mustafa at 949-442-9850 or mmustafa@hyperdisk.com.

Your Partner for All Things Digital

Full-service digital agency offering



STRATEGY

Fortune 1000 experience



INNOVATION

In-house digital solutions since 1994



CREATIVE

20% of T+L's top resorts



SUSTAINABILITY

Over \$1 billion in client bookings



CONSULTATION

150 years of hospitality experience

Hospitality Strategic Services

Marketing Strategy & Revenue Optimization

Analysis

- Advisory support
- Marketing audit
- Digital audit
- Sales audit

Brand Strategy

- Creative services
- Brand development
- Repositioning
- Public relations

Digital Strategy

- Revenue mix
- Conversion
- Strategic pillars
- Performance

Revenue Strategy

- Upside analysis
- Rev-Max+Marketing
- Seasonal push
- Segment shift

Web Bookings

- Website rebuild
- Guest services
- Dynamic content
- Adaptive offers

Social, Search and Media

- Search marketing
- Social engagement
- Pay per click tactics
- Display targeting

Mobile & Email

- Mobile marketing
- Email marketing
- Database marketing
- Personalization

Personalization

- Conversion tracking
- Goal tracking
- Cross-channel
- CRM services

Tactical Marketing & Strategic Support



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Meeting Planner Buying Cycle



Awareness Mode

Planners are seeking the latest industry news, trends and best practices

Research Mode

Planners are gathering and comparing details about possible event locations

Buying Mode

Planner are actively sourcing meetings and events business

Feedback Mode

Planners are providing feedback on their experience of venues and destinations

CVENT Solutions

Opportunities to Grow Your Group Business

	SERVICE TYPE	PLANNER MODE	IMPORTANCE
1	Diamond Listings	Buying Mode	All other advertisements drive directly to the diamond listings. The additional visibility and capabilities that come with higher level listings are the most impactful way to drive business both in the short term and long term.
2	Destination Guide Placements	Research Mode	These opportunities allow for the chance to market outside of your own specific destination, and to brand yourself alongside of that market. By entering into the consideration set of a planner when they first look at a destination, your property is much more likely to be added at the final step of the process.
3	Search Screen	Buying Mode	This is the highest visibility option for any hotel, brand, or destination within the Cvent Supplier Network. The Search screen is the first thing that any planner sees when they log in to their account, and the jumping off page for every Cvent user.
4	Email Newsletter	Awareness Mode	This proactive feature allows your property to target planners where and when they want. It's important to promote your unique offerings as planners go about their usual day to day, and make sure you are at top of mind even before step 1 of a planner's process.
5	Comp Set Reports	Feedback Mode	Comp set reports assess the exact areas of deficiency in a hotels performance and by providing a barometer against their competition, give very specific direction about additional available share.
6	Blog	Awareness Mode	As a result of our freelance writers' expert meetings insight, we're seeing more than 26,000 unique visitors to our Event Planning blog each month. As a part of your proactive "push" strategy, make sure you are present with high impact placements in the awareness mode.
7	Promotions Hub	Buying Mode	Our new promotions hub capitalizes on the planners' desire to feel like they are getting a deal. According to a recent survey of our meeting planner audience, 95% of planners look for some type of deal before picking the venue for their event. We've created this promotions hub to help you capitalize on that desire, and increase your visibility when a planner is ready to buy.
8	Diamond Plus	Buying Mode	We've also recently created a means to create a "strategically disruptive" advertisement within the CSN search results. The Diamond+ ad captures the planners' attention in the midst of the search results and stands out as something different to consider. This has been a fantastic short term solution as well.
9	Suggested Ads	Buying Mode	In the same way that Netflix and amazon suggest new movies or items that you would be interested in, Cvent can suggest a venue be added on to the RFP based on the specifications of the event. With this ad, we can ensure short term, qualified, incremental business for your property.
10	Custom Proposal	Buying Mode	This low barrier to entry opportunity guarantees that you can brand yourself throughout the entirety of the planner RFP process.
11	Lead Scoring	Feedback Mode	Lead optimization, identifying the most qualified and profitable leads. Saving money with faster decision making through scoring, routing and response to the planner.



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