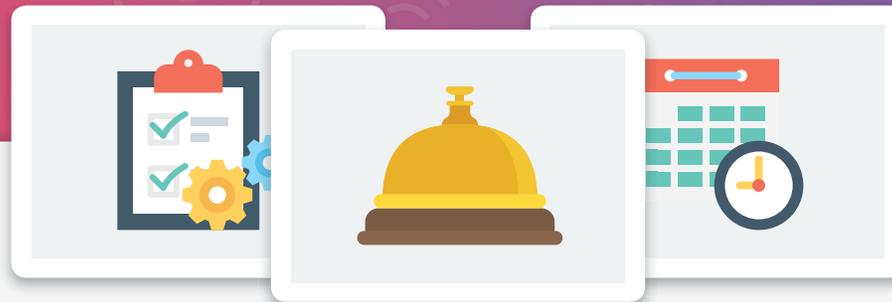


Total Group Booking and Event Management

SIMPLICITY



Complete Sales and Catering Software Solutions
Designed for the Hospitality Industry

Sales&Catering.com

CRM • Booking Management • Document Workflow • Reporting

Efficiency at Work

A collaborative workflow promotes sharing and communication at every stage of the sales process.

To be truly effective in the Hospitality space, venues must stay one step ahead of the industry's evolving business challenges. In a business where timing can make or break a sale, workflow efficiency can be your greatest asset. SalesAndCatering.com offers both native and web-based systems to maximize the performance (and potential) of your event management team.



Key Features

- Accessible from Any Browser
- Sales Activity Process
- Account Management
- Group Management
- Room Block Controls
- Function Space Use Controls
- Catering Detailing
- Leads and Referral Process
- Lost Business Analysis
- Easy Marketing Data Export
- Marketing Use
- One-Click Merging

A secure, intelligent platform that empowers your event teams to perform at the highest level.

STS Cloud accommodates single and multi-hotel properties with variable administrative, corporate, and user levels of access.



STS Cloud

Your STS Cloud dashboard keeps you focused, informed, and in control.

The screenshot displays the STS Cloud dashboard interface. At the top, there are three colored circles (red, yellow, green) and a search bar. Below this is a teal navigation bar with the text 'STS' and a search bar. The main content area is divided into three sections:

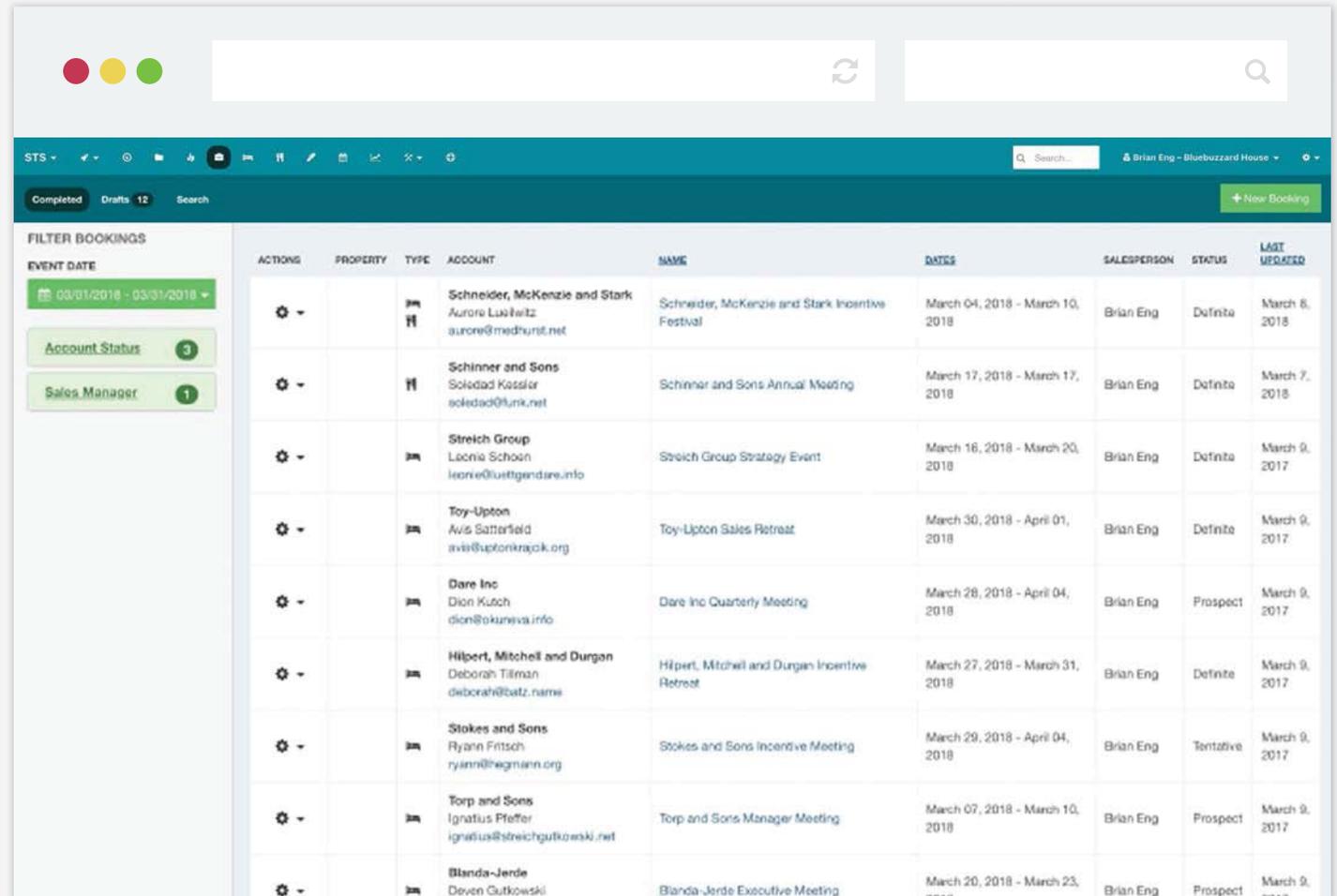
- Today:** A list of tasks with checkboxes and due dates:
 - Call by Brian Eng with Bradley Gillis, DEVRECO (Due 04:30:00AM)
 - Call by Brian Eng with Elon Musk, Tesla Motors (Due 06)
 - Call by Brian Eng with Elon Musk, Tesla Motors (Due 06)
 - To Do by Brian Eng with Chesapeake Health Education Program, Inc. (Due 02)
- Calendar:** A calendar view for Dec 2-8, 2018. The calendar shows events for Sunday 12/2, Monday 12/3, Tuesday 12/4, Wednesday 12/5, Thursday 12/6, Friday 12/7, and Saturday 12/8. Events include:
 - Kutch-Schmeier Annual Summit (Sun 12/2)
 - Koch-Goyette Incentive Retreat (Tue 12/4)
 - 10:00 - 1:00 Bradley Gillis, DEVRECO (Tue 12/4)
 - John Richardson, 320 Quest Ranch (Thu 12/6)
- In-House:** A list of events:
 - Koch-Goyette Incentive Retreat (December 04, 2018 - December 08, 2018)
 - Kutch-Schmeier Annual Summit (December 02, 2018 - December 08, 2018)

Below the In-House section is a 'Next 7 Days' section with a list of tasks and due dates:

- Meeting by Brian Eng with John Richardson, 320 Quest Ranch (Due 08 1:00PM)
- Call by Brian Eng with Elon Musk, Tesla Motors (Due 06)
- Call by Brian Eng with Rick Day, simplex (Due 07)
- Call by Brian Eng with Jenny Neuman, Panera Bread - South Carolina (Due 08)

STS Cloud

View and modify upcoming or past bookings with ease.



The screenshot displays the STS Cloud interface. At the top, there are window control buttons (red, yellow, green) and a search bar. Below the header, a navigation bar shows 'Completed' and 'Drafts 12' with a search field and a '+ New Booking' button. The main content area is divided into a left sidebar for filtering and a central table of bookings.

FILTER BOOKINGS

EVENT DATE
03/01/2018 - 03/31/2018

Account Status 3
Sales Manager 1

ACTIONS	PROPERTY	TYPE	ACCOUNT	NAME	DATES	SALESPERSON	STATUS	LAST UPDATED
⚙️		🏠	Schneider, McKenzie and Stark Aurora Luskwitz aurora@medhurst.net	Schneider, McKenzie and Stark Incentive Festival	March 04, 2018 - March 10, 2018	Brian Eng	Definite	March 8, 2018
⚙️		🏠	Schinner and Sons Soledad Kossler soledad@funk.net	Schinner and Sons Annual Meeting	March 17, 2018 - March 17, 2018	Brian Eng	Definite	March 7, 2018
⚙️		🏠	Streich Group Leonia Schoon leonia@justtgandare.info	Streich Group Strategy Event	March 16, 2018 - March 20, 2018	Brian Eng	Definite	March 9, 2017
⚙️		🏠	Toy-Upton Avis Satterfield avis@suptontrajok.org	Toy-Upton Sales Retreat	March 30, 2018 - April 01, 2018	Brian Eng	Definite	March 9, 2017
⚙️		🏠	Dare Inc Dion Kutch dion@okuneva.info	Dare Inc Quarterly Meeting	March 28, 2018 - April 04, 2018	Brian Eng	Prospect	March 9, 2017
⚙️		🏠	Hilpert, Mitchell and Durgan Deborah Tillman deborah@batz.name	Hilpert, Mitchell and Durgan Incentive Retreat	March 27, 2018 - March 31, 2018	Brian Eng	Definite	March 9, 2017
⚙️		🏠	Stokes and Sons Ryann Fritsch ryann@wagmann.org	Stokes and Sons Incentive Meeting	March 29, 2018 - April 04, 2018	Brian Eng	Tentative	March 9, 2017
⚙️		🏠	Torp and Sons Ignatius Pfeffer ignatius@streichgulkowski.net	Torp and Sons Manager Meeting	March 07, 2018 - March 10, 2018	Brian Eng	Prospect	March 9, 2017
⚙️		🏠	Blanda-Jerde Deven Gutkowski	Blanda-Jerde Executive Meeting	March 20, 2018 - March 25, 2018	Brian Eng	Prospect	March 9, 2017

STS Cloud

Manage corporate accounts, related contacts, and activities.

The screenshot displays the STS Cloud CRM interface for the account 'Walker-Kling'. The interface is organized into several sections:

- About Walker-Kling:** Contains details for Brian Eng, including Sales Manager, Market Segment (Corporate), Account Status (Active), and Address.
- Contacts:** Lists Rowan Gusikowski with a profile picture, name, and email address (rowan@johnston.info).
- Brief Account History:** A table showing account activity:

	Created	Next Activity	Last Activity	YTD Rooms	YTD ADR
	December 4, 2018	December 5, 2018	December 4, 2018	0	
- Log an activity or to-do:** A central form for logging activities. Fields include:
 - When:** Right Now (with a note: "When did this happen? A date in the future creates a to-do.")
 - What:** Meeting
 - With:** Rowan Gusikowski
 - Notes:** A text area for notes.
 - Attachment:** Choose File (No file chosen)
 - Follow-up:** None
 - Create Activity:** A green button to save the entry.
- To-Do:** A list of tasks, including "Site Visit by Brian Eng with Rowan Gusikowski, Walker-Kling" due on Dec 05 11:00AM.
- Bookings:** A section for "Walker-Kling Incentive Group" with a date range of January 11, 2020 - January 17, 2020 and a search button.
- Volume Contracts:** A section indicating "No current volume contracts."
- Activity:** A list of recent activities, including "To-Do (Site Visit) by Brian Eng with Rowan Gusikowski, Walker-Kling" due Dec 5 and "Booking by Brian Eng with Walker-Kling" for the Walker-Kling Incentive Group.

STS Cloud

Get the full event picture with Group Rooms Control and Function Diary.

View	Name	Status	Booked	By	Revenue	ADR	Nights	Sat 12/01	Sun 12/02	Mon 12/03	Tue 12/04	Wed 12/05	Thu 12/06	Fri 12/07	Sat 12/08	Sun 12/09	Mon 12/10	Tue 12/11	Wed 12/12	Thu 12/13	Fri 12/14	Sat 12/15	Sun 12/16	Mon 12/17	Tue 12/18	Wed 12/19	Thu 12/20	Fri 12/21	Sat 12/22	Sun 12/23	Mon 12/24
Gross	Kutch-Schmeler Annual Summ...	Definite	12/04/2018	Brian E	\$46,872.00	\$188.00	248		62	62	62	62																			
Gross	Koch-Goyette Incentive Retr...	Definite	12/04/2018	Brian E	\$12,720.00	\$159.00	80				20	20	20	20																	
Gross	Oisason-Pollich Annual Fes...	Definite	12/04/2018	Brian E	\$75,366.00	\$159.00	474												79	79	79	79	79	79							
Gross	Leannon, Hirth and Kub Inc...	Definite	12/04/2018	Brian E	\$60,702.00	\$140.00	408												138	136	138										
Gross	Cassin-Welch Corporate Grou...	Definite	12/04/2018	Brian E	\$50,880.00	\$159.00	320												84	84	84	84	84								
Gross	Rutherford Group Monthly Re...	Definite	12/04/2018	Brian E	\$189,448.00	\$199.00	952																		136	136	136	136	136	136	136
Gross	Pouros Group Executive Meet...	Definite	12/04/2018	Brian E	\$54,756.00	\$169.00	324																						108	108	
Gross	Powlowski, Balstren and A...	Definite	12/04/2018	Brian E	\$34,368.00	\$179.00	192																						32	32	
Gross	Heidenreich and Sons Strate...	Definite	12/04/2018	Brian E	\$15,036.00	\$179.00	84																								
Gross	Hammes Group Annual Meeting	Definite	12/04/2018	Brian E	\$35,628.00	\$169.00	212																								
Gross	O'Reilly and Sons Sales Gro...	Tentative	12/04/2018	Brian E	\$49,225.00	\$179.00	276					55	55	55	55	55															
Gross	Hamill-Torphy Executive Ret...	Tentative	12/04/2018	Brian E	\$109,962.00	\$149.00	738								123	123	123	123	123	123											
Gross	Stiedemann, McLaughlin and ...	Tentative	12/04/2018	Brian E	\$73,232.00	\$199.00	368									92	92	92	92												
Gross	Baywood Hotels Corporate Bo...	Tentative	04/24/2017	Brian E	\$4,941.00	\$126.69	39												13	13	13										
Gross	Mertz, Carter and Crona Sal...	Tentative	12/04/2018	Brian E	\$46,310.00	\$159.00	290												145	145											
Gross	Hackett, Ernsler and Ferry M...	Tentative	12/04/2018	Brian E	\$10,132.00	\$140.00	68															17	17	17	17						
Gross	Powlowski, Runolfsson and B...	Tentative	12/04/2018	Brian E	\$72,414.00	\$149.00	486																	162	162	162					
Gross	Batz, Stiedemann and Cormie...	Tentative	12/04/2018	Brian E	\$73,143.00	\$129.00	567																		189	189	189				
Gross	Harvey, Pollich and Mraz Sa...	Tentative	12/04/2018	Brian E	\$35,028.00	\$139.00	252																			126	126				
Gross	VonRueden, Volkman and Wate...	Tentative	12/04/2018	Brian E	\$144,018.00	\$189.00	762																						127	127	
Gross	Wolf Group Monthly Meeting	Tentative	12/04/2018	Brian E	\$24,381.00	\$189.00	129																								
Gross	Cormier-Treutel Annual Even...	Tentative	12/04/2018	Brian E	\$42,570.00	\$129.00	330																								
Gross	Hilpert Group Annual Festiv...	Tentative	12/04/2018	Brian E	\$13,709.00	\$179.00	71																								
Gross	Strosin, Ferry and Satterfi...	Tentative	12/04/2018	Brian E	\$8,757.00	\$139.00	63																								
Gross	Hane-Batz Monthly Retreat	Prospect	12/04/2018	Brian E	\$76,728.00	\$139.00	552							138	138	138	138														

STS Cloud

Easily merge contracts and BEOs through our innovative document merge capabilities.

Flexible, customizable BEO templates to fit your specific needs.

COURTYARD BY HILTI **BANQUET EVENT ORDER** **BEO #: 51426-89647**

Account:	Tesla Motors	Event Date:	Saturday, April 6, 2019
Post As:	Tesla Test Reception	Contact:	Elon Musk
BEO Name:	Tesla Test Reception	Phone:	888-888-8888
Address:	3500 Deer Creek Rd Palo Alto, CA 94304	Email:	elon@teslamotors.com
Deposit:		Fax:	999-999-9999
Method of Payment:	Group to pay all charges	On-Site Contact:	Susanne Jones
		Booked By:	Rick Day
		Catering Src:	Ryan Hamilton

Date	Time	Function	Room	Setup	Agreed	Guarantee	Set For	Rental
Saturday, April 6, 2019	3:00pm - 9:30pm	Hospitality Reception/Dinner	Bamboo Ballroom AB	Rounds	75		75	

Menu	Setup
One guest is vegan - please prepare special plate for their service 6:30pm-9:00pm Grilled Flank Steak 76 @ \$27.97 / person <i>Iowa Farm Raised Flank Steak w/Red Wine Mushroom Sauce</i> <i>Served With Loaded Baked Potato</i> <i>Grilled Asparagus</i> <i>Rolls and Butter</i> <i>Raspberry Cheesecake</i> <i>Coffee, Tea or Decaf</i>	Black Table Linen with Red Cocktail Napkins Votives for simple centerpieces on tables Table at entrance for company display
Bar Service	Audio Visual
Beverage note 1	Cards with WiFi access on tables and at the bar

Since 2005, our system has been used to maximize profits for thousands of hotels and meeting venues.

A client proposal is often much more than just a quote. It's an opportunity to stand out among other venues and put forth a compelling presentation of your space and services. SalesAndCatering.com has partnered with **Bluebuzzard** to offer *ProposalPath*—an integrated, streamlined proposal workflow solution.

Key Features

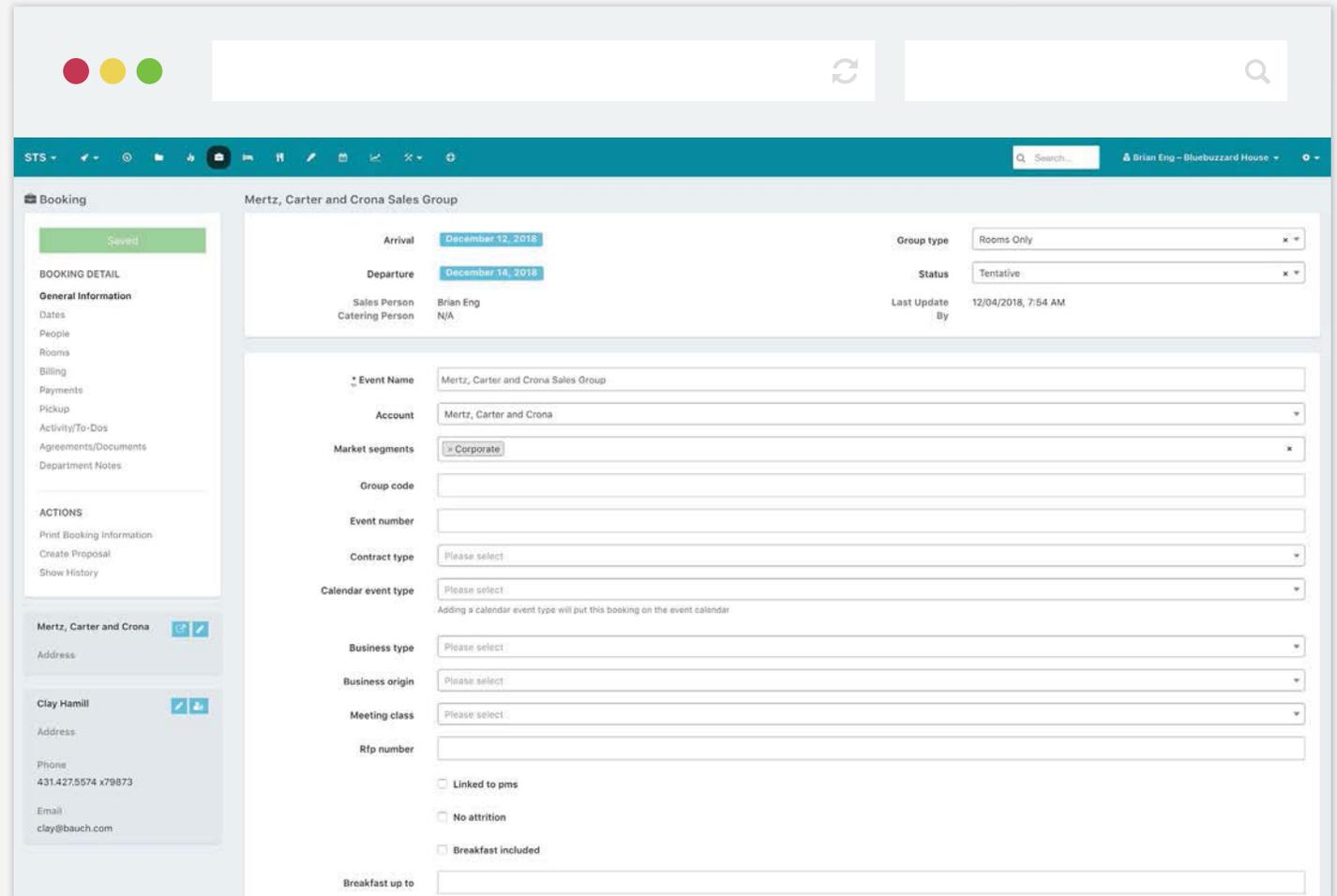
- Highly Customizable
- Mobile-Friendly Proposals
- Photos, Videos, and Virtual Tours
- Detailed Analytics
- Integrated RFP Forms and Menus

Benefits

- Centralized Home for Sales Material
- Brand Consistency
- Professional Quality Presentation
- Streamline Repetitive Processes
- Passive Up-Sell Opportunities



Generate beautiful proposals with unlimited flexibility.

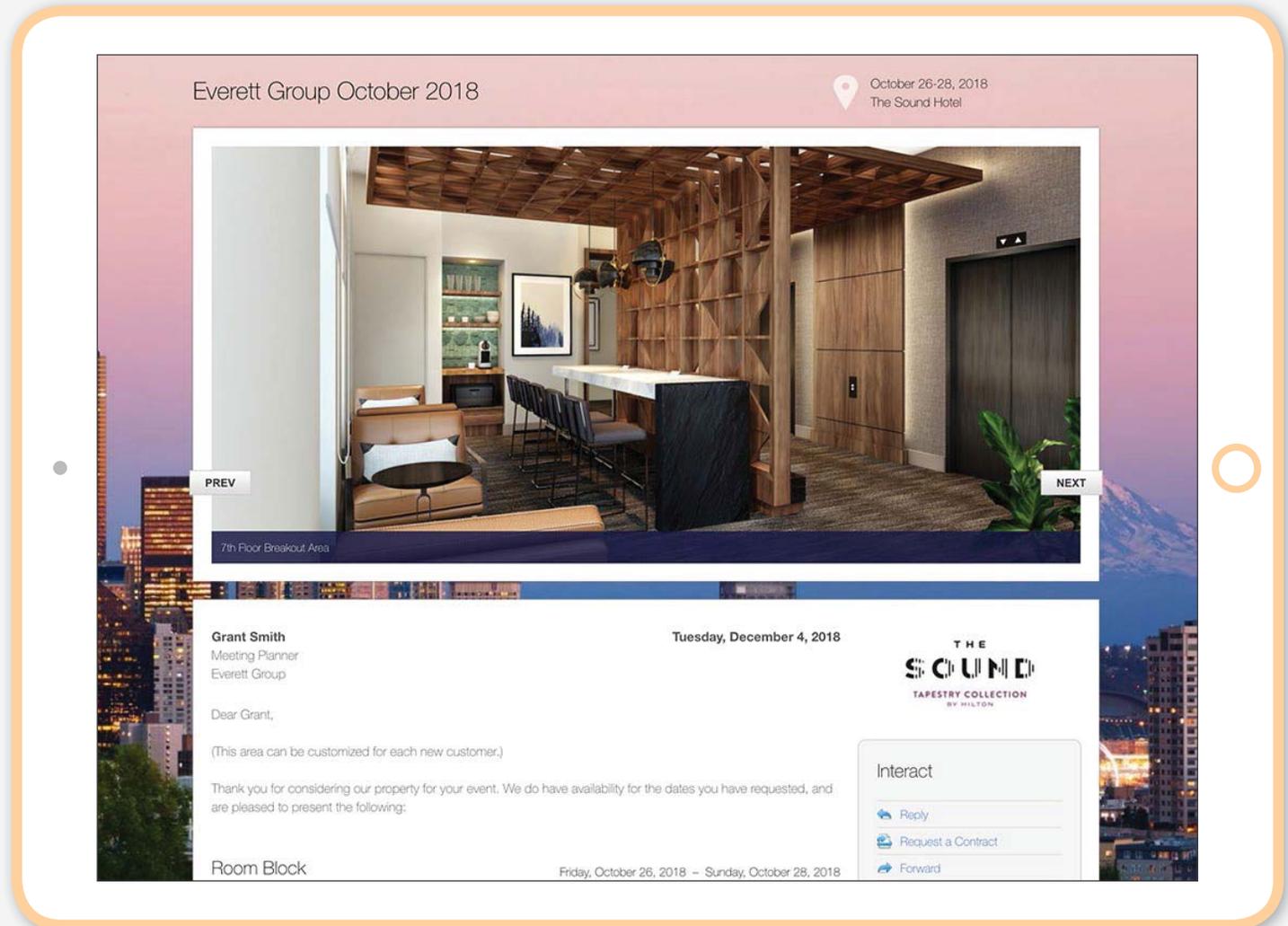


The screenshot displays a web-based booking management interface. At the top, there is a navigation bar with a search bar and a user profile for 'Brian Eng - Bluebuzzard House'. The main content area is titled 'Mertz, Carter and Crona Sales Group' and contains a form with the following fields and options:

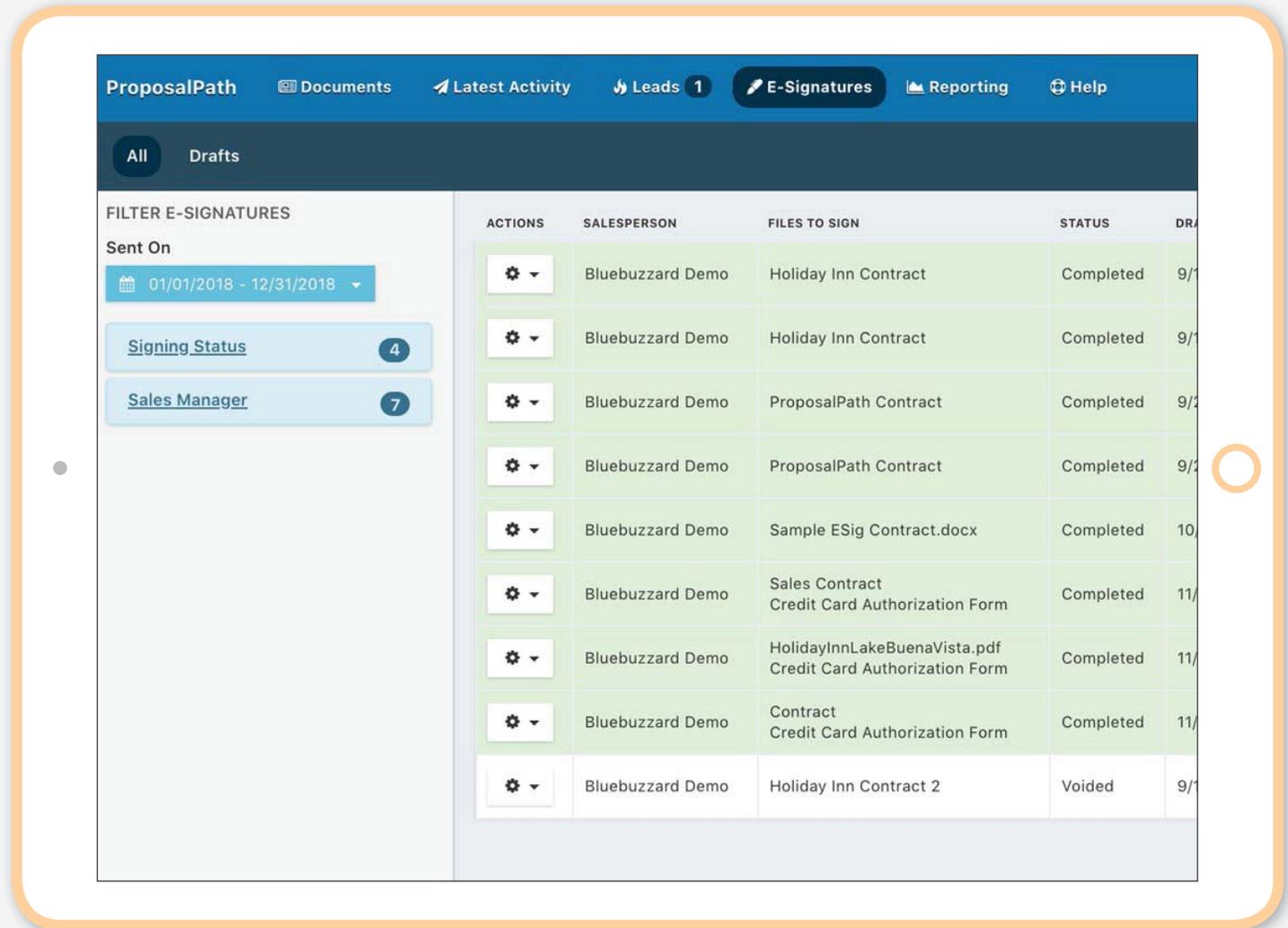
- Arrival:** December 12, 2018
- Departure:** December 14, 2018
- Sales Person:** Brian Eng
- Catering Person:** N/A
- Group type:** Rooms Only
- Status:** Tentative
- Last Update By:** 12/04/2018, 7:54 AM
- Event Name:** Mertz, Carter and Crona Sales Group
- Account:** Mertz, Carter and Crona
- Market segments:** Corporate
- Group code:** (empty)
- Event number:** (empty)
- Contract type:** Please select
- Calendar event type:** Please select
- Business type:** Please select
- Business origin:** Please select
- Meeting class:** Please select
- Rfp number:** (empty)
- Linked to pms:**
- No attrition:**
- Breakfast included:**
- Breakfast up to:** (empty)

A sidebar on the left provides navigation options under 'Booking' and 'Mertz, Carter and Crona', including sections for 'General Information', 'ACTIONS', and contact details for 'Clay Hamill'.

Interactive proposals delivered with visual appeal and responsive design.



Convenient
E-Signature
functionality by
DocuSign® with
secure payment
capture.

A screenshot of the ProposalPath E-Signatures interface. The interface includes a navigation bar with "Documents", "Latest Activity", "Leads 1", "E-Signatures", "Reporting", and "Help". Below the navigation bar, there are tabs for "All" and "Drafts". A "FILTER E-SIGNATURES" section shows a date range of "01/01/2018 - 12/31/2018" and two filters: "Signing Status" with 4 items and "Sales Manager" with 7 items. The main content is a table with columns for "ACTIONS", "SALESPERSON", "FILES TO SIGN", "STATUS", and "DATE".

ACTIONS	SALESPERSON	FILES TO SIGN	STATUS	DATE
	Bluebuzzard Demo	Holiday Inn Contract	Completed	9/1
	Bluebuzzard Demo	Holiday Inn Contract	Completed	9/1
	Bluebuzzard Demo	ProposalPath Contract	Completed	9/2
	Bluebuzzard Demo	ProposalPath Contract	Completed	9/2
	Bluebuzzard Demo	Sample E-Sig Contract.docx	Completed	10/
	Bluebuzzard Demo	Sales Contract Credit Card Authorization Form	Completed	11/
	Bluebuzzard Demo	HolidayInnLakeBuenaVista.pdf Credit Card Authorization Form	Completed	11/
	Bluebuzzard Demo	Contract Credit Card Authorization Form	Completed	11/
	Bluebuzzard Demo	Holiday Inn Contract 2	Voided	9/1

Key Features

- Easy to Install on Any Website
- Syncs with STS System
- Streamline Incoming RFP's
- Track Lead Status
- Monitor Sales Flow Progress
- Instant Inquiry Notifications
- Detailed Reporting
- Front Desk Collaboration
- Generate Proposal from RFP
- Easy Client Follow-Up

Capture event leads with an integrated RFP form embedded on your hotel's website.

Quality leads are undoubtedly the cornerstone of the sales and catering business. E-RFP makes it simple and intuitive for planners to initiate the proposal process with your venue.



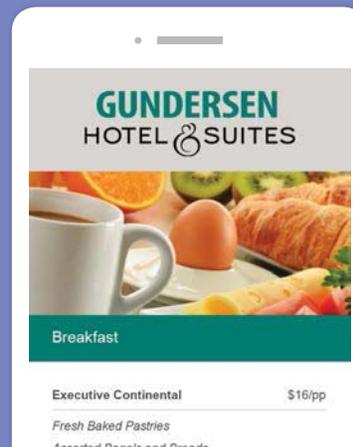
Menus

Dynamic menus provide visual appeal and current information to your clients.

Our menu publishing portal offers a simplified, centralized approach to an otherwise time-consuming menu management process. Now you can rest assured that all catering and beverage packages are up to date on your website and in your proposals.

Key Features

- Efficient Menu Management
- Display Food Items by Category
- Offer Menu Package Options
- Mobile-Friendly Menu Pages
- Eliminate Paper & PDF Documents



Pricing Information

Every venue is unique, which is why we offer a range of convenient pricing options.

There is no one-size-fits all pricing model when it comes to hotels and venues. Our initial and recurring fees are custom-tailored to fit your business based on room count and total capacity.



Bottom Line Benefits

- Dynamic Pricing
- One-Time Setup Fee
- Simple Monthly Fee Structure
- Templates & Training Included
- No Interface or Add-On Costs
- Unlimited Users
- Free Updates for Life
- Secure Database

For More Information

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