



Exhibition Services & Contractors Association

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Date
Planner name
Title
Organization
Address
City, State, zip

Dear _____:

One of the most critical issues for a professional meeting or event planner is to establish a team of vendor/partners who help you execute your organization's events. This team is built on the strength of their individual reputations and/or their past performance with you. Of course, the financial arrangements you have negotiated with your partners is a key element as well, but their knowledge of your organization's culture, work ethic and overall goals are vitally important to you.

Imagine not having the ability to create your own team of vendor/partners and then having to produce a meeting of vital importance to your organization...not having a say in the decision making process of who is going to be responsible for the delivery of your message and branding efforts. If you are not diligent in your negotiations with some facilities that is exactly the situation you can find yourself in.

The members of the Exposition Services & Contractors Association believe strongly in the importance of the "vendor/partner" relationship and in your rights as a customer to exercise your "Freedom of Choice". Enclosed is our position statement on this issue along with some helpful hints on what to look for and how to address the issues should they arise.

We sincerely thank you for your time and interest. Our members look forward to working with you and your organization in the future in the true spirit of a partnership relationship that benefits both of us.

Sincerely,
Aaron Bludworth

Aaron Bludworth
ESCA President

AB/la

Enclosure

Cc: ESCA Board of Directors
ESCA Executive Director