



Your time is valuable. We recognize that our clients are professionals who are busy, highly-respected members of their industries. We also know that planning a conference takes a lot of time and work. That's where we come in. We take care of the details so you can dedicate your time and resources to other areas such as program content and marketing. At the same time, you can be confident your conference will be a well-produced, world-class event.

We bring your vision to life. Meeting management and consulting is much more than just technical logistics. It is about understanding the vision of your conference and its organizers. We work with you as a team so your attendees walk away at the end of your conference with that same vision and excitement.

More than just a partnership, it's a relationship. We provide you with a level of personal service and partnership which is rare in this industry. By continually exceeding the expectations of our discerning and diverse clients, we've developed many valued and long-lasting relationships - both personal and professional. It's more than just a job. It is our passion to create an experience we can both be proud of.

We go the extra mile for you. We enjoy being challenged to go beyond the scope of standard meeting management services to provide innovative solutions. We pride ourselves on being flexible and adaptable to embrace what is most important to you and help your events reach their full potential.

Green is good for your business and the planet. We believe environmental stewardship should be a part of every conference and meeting. Our knowledge of environmentally responsible meeting practices is unparalleled in the industry. Whether or not being green is your focus, we use our unique approach and expertise to your advantage.

Why should you care that we are green? Our expertise is your edge.

- It improves your bottom line. Most of the environmentally responsible practices we implement save you money. We can identify ways to reduce costs that other conference management companies would not even consider. For instance, just by providing water in pitchers instead of using individual plastic water bottles, we saved one client \$25,000.

- It gives you a unique competitive advantage. By greening your conference, you are sending a powerful message to your attendees that you support environmental stewardship. Attendees have become more aware and vocal about environmental concerns. Additionally, they are making monetary decisions about whether to support organizations that do not have environmentally responsible practices. Producing an environmentally responsible conference offers the opportunity to enhance attendee experiences and elevate the perception of the organization.
- It helps you live up to your commitment. If your organization embraces social and environmental responsibility, then naturally your events should reflect that commitment. We understand the unique needs and challenges of producing a green event. For example, when Sierra Club established an annual summit, they hired us to green their meeting thus supporting them in living their mission to "...practice and promote the responsible use of the earth's ecosystems and resources."

For more information on the MeetGreen program, please contact your Shepard representative or visit www.meetgreen.com.