



Convention & Visitors Bureau

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News Release

FOR IMMEDIATE RELEASE

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SAN JOSE APPROVES NEW CONVENTION CENTER CONTRACT

Economic Climate and Efforts to be More Customer Friendly Influence Change

SAN JOSE, CALIF. – February 2, 2004 – On the heels of the San José McEnery Convention Center's (Center) new pricing structure, comes the approval of a new Center contract, which offers more flexible, customer-friendly terms. The San José Convention and Visitors Bureau (SJCVB), which lobbied for contract revisions, was able to influence change based on the current economic climate, competitive convention market, and an effort to be more customer friendly.

With the new contract in place, customers will find the agreement terms not only less cumbersome and easier to understand, but more accommodating in terms of liability and cancellation requirements. The SJCVB and Center evaluated other convention center contracts and solicited input from several existing clients to develop an improved agreement. The new contract, which is currently in effect, will continue to be enhanced based on customer needs.

"The San José convention center facility use agreement has come a long way from the original agreement," said Scott Fintzen, Partner for Gaido and Fintzen, a Chicago-based law firm that represents a number of professional and trade associations. "The new agreement clearly reflects an effort on behalf of the San José Convention and Visitors Bureau to be more competitive in today's market."

The new contract is only one of several changes and improvements that have been implemented in recent months. In July 2003, the SJCVB and Center consolidated its sales and marketing teams to streamline the selling and marketing of the Center. Also in October, a more flexible rate structure was introduced, allowing the Center to be more competitive and quick to respond to market conditions with its pricing.

"We are committed to making San José a first-rate meetings and conventions destination," said Dan Fenton, president and CEO of the SJCVB. "Managing customer relationships is the first step to improving our overall convention product. Our new pricing structure and rental

contract, as well as providing a more streamlined booking process will not only improve convention center operations, but better create a customer-friendly environment.”

About The San Jose Convention and Visitors Bureau (SJCVB)

The San Jose Convention and Visitors Bureau’s (SJCVB) mission is to enhance the image and economic well being of San Jose by taking the leadership role in marketing San Jose as a globally recognized destination. The SJCVB offers meeting planners, tour operators, and individual visitors a team of professionals who can assist with their destination planning process from beginning to end. For meeting planners and delegates, the Bureau’s Destination Services department serves as the liaison for all convention facilities and hotels and event planning. For residents and visitors to San Jose, the Bureau’s Visitor Services department can provide tools for learning about and planning a trip to San Jose. For a calendar of events or to receive a copy of the Bureau’s Destination Planning Guide, please contact the San Jose Convention and Visitors Bureau at 1.888.SAN.JOSE (1.888.726.5673) or visit <http://www.sanjose.org>.

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