

Financial Trust & Risk Management Solutions for the Global Business Events Industry

Meeting Escrow Inc. | Company Highlights

- Incorporated in 2015
- Based in Toronto, Canada
- Clients in Canada, USA, Europe
- Corporate, association, 3rd party programs supported globally
- $7 million insurance coverage
- Trust accounts available in 20 leading global currencies
- 100% segregation of corporate funds vs. client trust funds
- All existing clients protected fully through COVID-19 crisis
- Over $10 million in trust transactions

Meeting Escrow Key Contacts



Grant Snider
President & CEO
25+ years experience



Mark Herron
CFO
25+ years experience



Liz Holtby
VP, Operations
25+ years experiences



Norman Applebaum
Accounting
25+ years experience



Nitin Sachdeva
Bus. Dev. – Asia Pacific
15+ years experience



Lynn Lee
Bus. Dev. – Americas
25+ years experience

Committed to the Business Events Industry











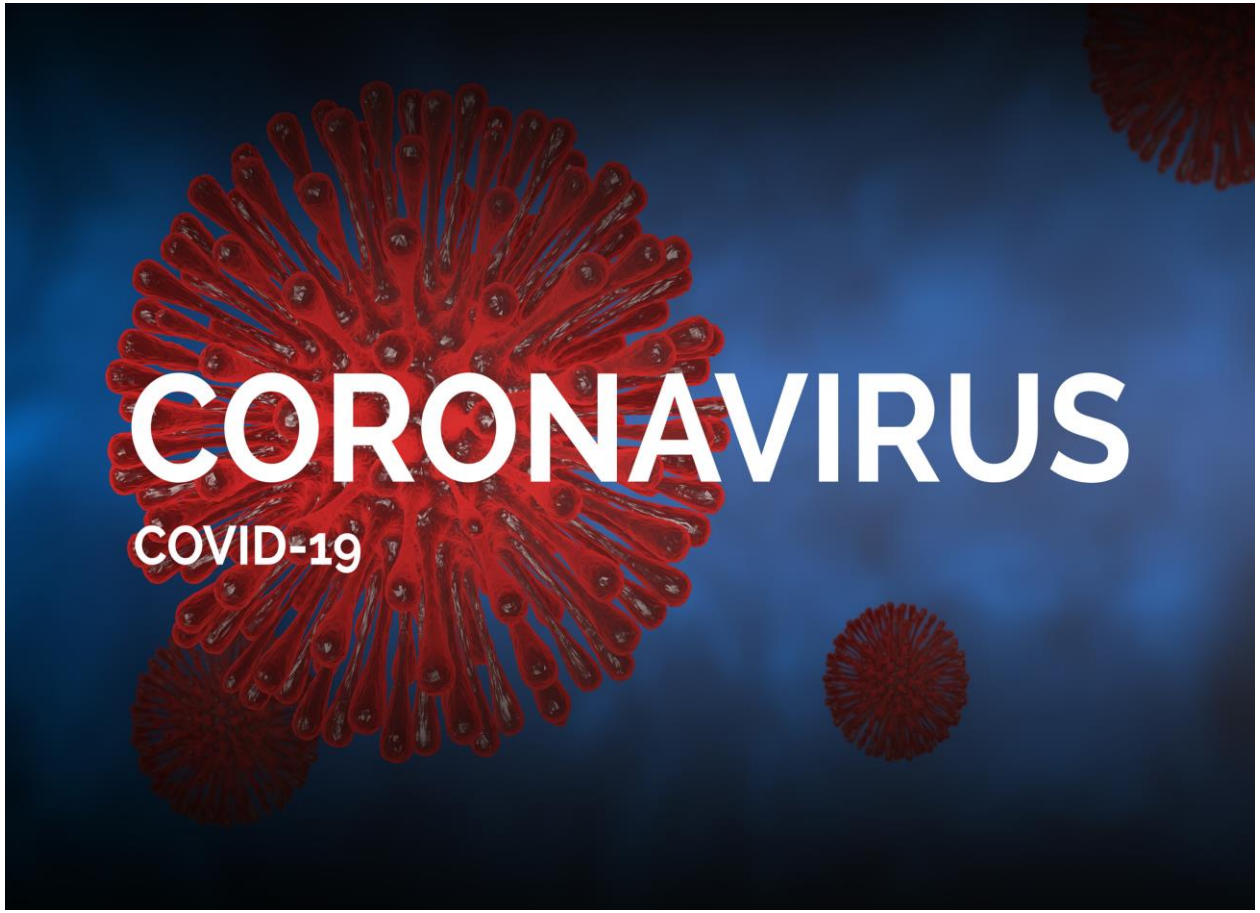


MEETING ESCROW

Secure Vendor Program

Program Objectives

Program Objectives



How does the escrow process work?

Without Escrow, advance deposits are paid directly to the supplier to guarantee future services



With the escrow process, advance deposits are held in an escrow account until program delivery



How does the Secure Vendor Program work?

Step1 - Select Membership Level



Secure Vendor
GOLD Plan

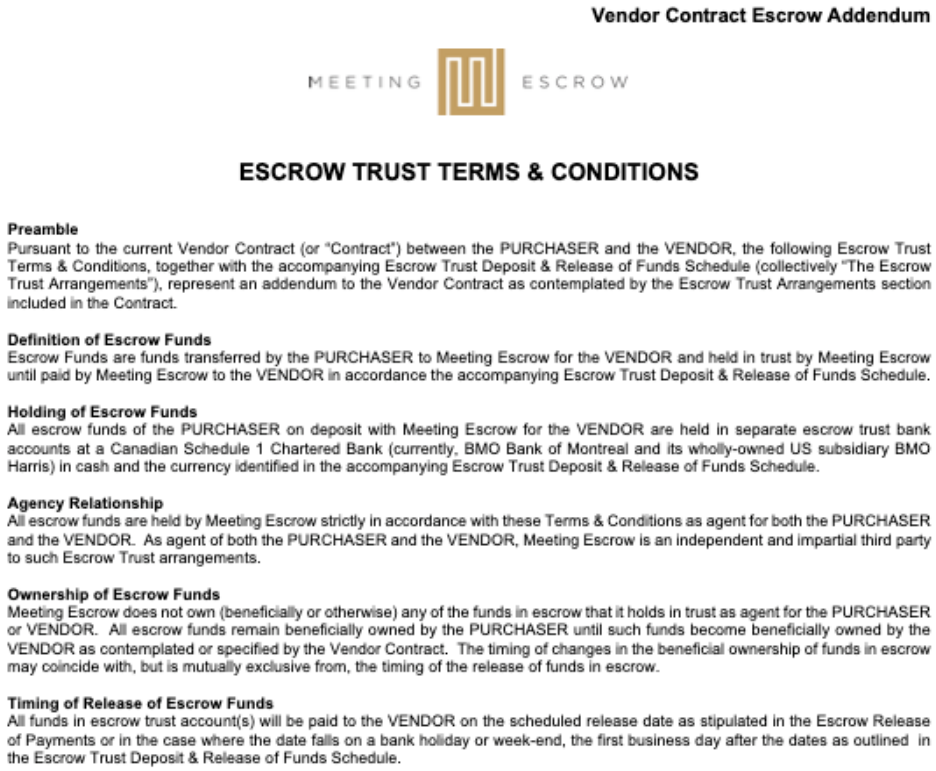


Secure Vendor
SILVER Plan

- GOLD Plan
  - Top membership level
  - Vendor agrees to 100% of advance deposits held in escrow account until program delivery
  - Enhanced positioning on all website listings, promotions, campaigns
  - Enhanced 3-year client referral commission program
- SILVER Plan
  - Standard membership level
  - Vendor agrees to advance deposits held in escrow account until program delivery except for sub-vendor deposits required pre-program to secure services – max 25%
  - Listing on website, promotions, campaigns
  - Enhanced client referral commission program

Step 2 - Review and Accept Escrow Terms & Conditions

- Escrow terms and conditions governing deposit of funds to escrow account and conditions of release
- Escrow agreement is an addendum to the vendor contract



Vendor Contract Escrow Addendum

MEETING ESCROW

ESCROW TRUST TERMS & CONDITIONS

Preamble
Pursuant to the current Vendor Contract (or "Contract") between the PURCHASER and the VENDOR, the following Escrow Trust Terms & Conditions, together with the accompanying Escrow Trust Deposit & Release of Funds Schedule (collectively "The Escrow Trust Arrangements"), represent an addendum to the Vendor Contract as contemplated by the Escrow Trust Arrangements section included in the Contract.

Definition of Escrow Funds
Escrow Funds are funds transferred by the PURCHASER to Meeting Escrow for the VENDOR and held in trust by Meeting Escrow until paid by Meeting Escrow to the VENDOR in accordance the accompanying Escrow Trust Deposit & Release of Funds Schedule.

Holding of Escrow Funds
All escrow funds of the PURCHASER on deposit with Meeting Escrow for the VENDOR are held in separate escrow trust bank accounts at a Canadian Schedule 1 Chartered Bank (currently, BMO Bank of Montreal and its wholly-owned US subsidiary BMO Harris) in cash and the currency identified in the accompanying Escrow Trust Deposit & Release of Funds Schedule.

Agency Relationship
All escrow funds are held by Meeting Escrow strictly in accordance with these Terms & Conditions as agent for both the PURCHASER and the VENDOR. As agent of both the PURCHASER and the VENDOR, Meeting Escrow is an independent and impartial third party to such Escrow Trust arrangements.

Ownership of Escrow Funds
Meeting Escrow does not own (beneficially or otherwise) any of the funds in escrow that it holds in trust as agent for the PURCHASER or VENDOR. All escrow funds remain beneficially owned by the PURCHASER until such funds become beneficially owned by the VENDOR as contemplated or specified by the Vendor Contract. The timing of changes in the beneficial ownership of funds in escrow may coincide with, but is mutually exclusive from, the timing of the release of funds in escrow.

Timing of Release of Escrow Funds
All funds in escrow trust account(s) will be paid to the VENDOR on the scheduled release date as stipulated in the Escrow Release of Payments or in the case where the date falls on a bank holiday or week-end, the first business day after the dates as outlined in the Escrow Trust Deposit & Release of Funds Schedule.

Meeting Escrow Proactively Promotes the Secure Vendor Program to the Global MICE Market

- Website
- Press releases
- Meeting Escrow Presentations
- Interviews
- Monthly Newsletters
- Campaigns



Gain Competitive Advantage

Criteria	Your Company or Destination	Competitor #1	Competitor #2
Creativity	✓	✓	✓
Professionalism	✓	✓	✓
References	✓	✓	✓
Price	✓	✓	✓
Agree to advance deposits in escrow?	✓	X	X

Secure Vendor Member Benefits

- Competitive advantage in marketplace, even if clients don't end up paying via escrow - demonstrates your commitment to financial security
- Help clients get over the fear of booking by removing all financial & contractual obstacles to planning ahead
- Client commitment to you by depositing 100% of program value in escrow account in advance
- Clients pay Meeting Escrow Trust Fee; you only pay a small fee to be a member of the program
- Escrow accounts are pre-paid deposits; not taxable income until released after program*
- Proactive promotion to Meeting Escrow existing client base and global MICE market
- Option to leverage the platform for enhanced marketing, campaigns & promotions
- Media exposure – this will be a one-of-a-kind program that has generates potential for coverage in the COVID-19 saturated media space

* Subject to verification by your certified tax professional

Pricing

Secure Vendor Program Pricing Plans (CAD)

GOLD Plan		SILVER Plan	
(for hotels, venues, DMCs and agencies accepting 100% escrow of advance deposits)		(for DMCs and agencies requiring up to 25% pre-program release of funds from escrow to pay sub-vendors)	
Paid annually	Paid monthly	Paid annually	Paid monthly
$29/mo.	$49/mo.	$79/mo.	$99/mo.

- Discounts for multiple locations: 2-5 @ 10%, 6-10 @ 15%, Over 10 @ 20%
- Prices shown per month, per location, in CAD dollars
- Billed in Canadian dollars + 13% HST tax



Partnering with the Meetings Industry globally to restart the booking process during the COVID-19 crisis & beyond.
www.meetingescrow.com