

Housing/Hotel Piracy Warning

Unfortunately hotel piracy is prevalent and is already in full-force soliciting ACRM attendees and exhibitors. Hotel Piracy refers to the practice of unauthorized solicitations from hotels or third-party housing agencies that are ***NOT*** affiliated with ACRM.

It has come to ACRM's attention that "hotel housing pirates" have begun their unethical targeting of ACRM's Annual Meeting taking place in Atlanta, GA, 23 – 28 October 2017. They are soliciting and encouraging ACRM members and exhibitors to book hotel rooms through them — yet they hold to unethical standards and exorbitant cancellation fees.



Protect Yourself from Housing Pirates! (3 easy steps)

1. **BE AWARE.** Be aware of marketing emails, websites, phone calls or direct mail to ensure they are official ACRM communications. The best way to verify an official ACRM communication is by making sure www.ACRM.org is the predominant website or web domain referenced on any materials, emails, websites, etc.
2. **BOOK YOUR HOTEL** through ACRM's official housing reservation [LINK HERE http://acrm.org/meetings/2017-annual-conference/hilton-atlanta/](http://acrm.org/meetings/2017-annual-conference/hilton-atlanta/) or by contacting the Atlanta Hilton reservation desk directly and referring to the ACRM room block.
3. **DO NOT REPLY** to an unsolicited email, phone call or direct mail requesting that you make a hotel reservation unless the request comes directly from ACRM (ACRM.org). Note, 100% of all ACRM staff members maintain an email address from the ACRM web domain (Example: jdoe@ACRM.org).

LOOKOUT for these Piracy WARNING Signs:

- Receiving an email or a phone call that is NOT from ACRM marketing or events team encouraging you to book your hotel reservation.
 - ALWAYS look for ACRM.org in the emails you receive
- Offering the same or a lower rate than ACRM's negotiated room rate. Cheaper rates typically represent a lower-quality hotel room and are typically offered at far less favorable terms than what ACRM has negotiated with the Hilton Atlanta.
- Requests from the pirating housing service to place a credit card for deposit for your hotel room and/or asking your authorization to charge your card many times over to accommodate a hotel balance.
- An extensive, harsh or unforgiving cancellation policy.
- Little to no contact information on their website and a failure to respond when you attempt to contact them.
- Please be aware, the most recent targeting has come from a company called 'Exhibitors Housing.' If you are contacted by 'Exhibitor Housing', **DO NOT** give them any personal information and please contact ACRM immediately at meetings@acrm.org.

This information is to help protect your personal information and help you have a super and successful stay at ACRM's Annual Meeting. We thank you for your vigilance to protect ACRM and its family of members. Should you see anything unauthorized or questionable solicitations, please notify us right away: meetings@acrm.org.

Thank you!

Jeff Devine, CMP

ACRM Global Meeting Strategist