



**Kindly note new and amended 2024 agreement**

THIS ENHANCED COMMISSION AGREEMENT IS MADE BETWEEN  
Michels & Taylor (London) Ltd registered in England & Wales no: 7886297. Registered office: Suite 3, Caspian House, The Waterfront, Elstree Road, Elstree, WD6 3BS, VAT Registration No. 132 6924 18

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**AIEA (Alliance of Independent Event Agents)** whose registered address: NA

1. This Agreement will commence on 01/01/2024 and expire on 31/12/2024 Either party may terminate this Agreement without cause on 30 days' written notice to the other party.
2. This agreement is between Michel & Taylor listed hotels in the Addendum and **AIEA (Alliance of Independent Event Agents)** and is valid for all new events confirmed from the start date of this agreement

**Referred Business** means revenue from arrived business of room hire, DDR packages, pre-booked food and beverages, accommodation, as part of a residential conference (as applicable), but does not include (without limitation) AV equipment hire.

3. **Agent Commission** is the agreed enhanced commission as a 'Preferred Partner with listed M&T hotels' for residential M&E to be claimed for any confirmed and arrived event.
4. Commission percentage agreed is 12.5% + VAT on Gross on residential events (includes bedrooms) and 10% + VAT on Gross on Groups (Groups only, 10 rooms or more).

Commission Notes: individual bedrooms are on standard industry commission and the above does not apply. Above commissions only apply to participating hotels, as listed on this agreement. If a hotel leaves the M&T portfolio or joins as new, this agreement is subject to amendment with the agent and hotel concerned via your Account Director.

The commission percentage to be shown on all individual event agent contracts, where possible.

**Hotel Brands** operating under our umbrella (Hilton, Marriott, Best Western, Radisson, IHG);

If our agreement supersedes the Branded chain, we will act as a promotion for 12 months and the agent can therefore override the commission percentage if higher. If Commission is the same as the brand, we ask the agent to work with the brand agreement. We will work together on activities and educational only. We will endeavour to keep the excellent relationships going between us, the brand and the agent.

5. Each party warrants that it will comply with all applicable laws including without limitation health and safety, anti-bribery, anti-slavery and data protection.
  6. The Company must keep the terms of this Agreement strictly confidential, but commission can be disclosed on the enquiry and hotel proposal.
  7. This Agreement, and any dispute or claim arising out of or in connection with it will be governed by and construed in accordance with the laws of England and Wales, and the parties irrevocably submit to the exclusive jurisdiction of the courts of England and Wales.
  8. The duration of this agreement is for a period of 12 months.
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### Services

1. Provide a central point of contact and assistance for Michels & Taylor Hotel Group
2. Ensure twice yearly review meetings with your Account Director
3. Discuss revenue targets and forecast for year end, discuss revenue target for following year to aspire towards in exchange for renewing the enhanced commission offering and working in partnership ( this is inspirational, it will not affect the current agreement if not reached, but may be used for review for the following year's partnership and enhanced commission evaluation)
4. Provide Management Information (MI) statistics by hotel every quarter/ six monthly on consumed business if requested and if Account Director not able to obtain via i.e Venue Directory portal
5. Providing Michels & Taylor Managed hotels with the opportunity to host joint events
6. Providing Michels & Taylor with any marketing opportunities and promotions to include: stories and promotions on website, newsletters, social and professional on line media links, educational visits by the agency team member/s, free education overnight leisure stays to include marketing coverage post stay, with your agency

### Agreed Hotels with this agreement

- Hilton Bournemouth
- Hampton Bournemouth (no M&E space)
- DoubleTree Hilton St Annes Manor Bracknell
- DoubleTree by Hilton Elstree
- DoubleTree by Hilton Stoke on Trent & Etruria Hall
- DoubleTree by Hilton Manchester Airport
- Holiday Inn Bolton & Cloisters Suite
- DoubleTree by Hilton York
- The Welcombe Hotel, Best Western
- Ellenborough Park
- Lea Marston Hotel
- The Abbey Hotel (Redditch)
- Waterfront Southport hotel (aka Bliss Hotel)
- Hampton by Hilton Torquay
- Park Inn by Radisson Aberdeen (newly added hotel)
- DoubleTree by Hilton Cheltenham (newly added hotel)
- \*Hampton by Hilton London Waterloo (10% only\* on Groups & MICE)

<p>On Behalf of Company / Agency <b>AIEA (Alliance of Independent Event Agents)</b></p> <p>Name: Sam Hetherington Supplier Liaison AIEA Signature:  Date: 18/1/24</p>	<p>On behalf of Company Michel &amp; Taylor</p> <p><b>Hayley Goodwin</b> Title: Sales Director</p> <p>Signature: Date: 12.01.2024</p>
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