



2024 Preferred Agreement; RBH Management & AIEA

Date
22nd January 2024

Services Performed By:
RBH Management
The Mille, 1000 Great West Road
Brentford
London, TW8 9DW

Services Performed For:
AIEA
C/O Chairman Chris Walls
Events2 Ltd

OBJECTIVES

For both parties to work collaboratively in order to maximise all available business opportunities through the participation in client specific rate programmes, the placing of Group Business and Meetings & Events.

RBH Commitment

Provide a dedicated Account Manager for all liaison and communication, RFP's, accounting queries, issue handling, escalation process between agent and supplier.
Offer AIEA the most competitive market rates, terms and package.
Advise AIEA of promotions and special rates available to the client in order to promote RBH managed hotels.
Communicate information on acquisitions, refurbishments and any other relevant information.
Participate in offering AIEA complimentary room hire to host regional/national meetings subject to availability.

AIEA Commitment

Increase market share and maximise on revenue for RBH Hospitality Management.
Agencies to provide quarterly MI to the dedicated RBH Account Manager.
Conduct two business reviews per annum with AIEA.
Provide access to AIEA Members offices where possible, for education presentations 3 times per annum (either lunch & learns, or desk drops etc), including a Christmas visit/drop off.
Ensure priority is given for any offsite networking invitations (including open events, launches, FAM trips etc).
Attend RBH Showcase events (either North or South) where possible.
Maximise participation in appropriate client specific rate programmes with opportunity for inclusion in all available RFP's. All enquiries to be sent via agents preferred booking channel.

Financial Reward

In return for the above, RBH Hospitality Management is committed to the following;
A baseline commission payment of 12% including VAT to be paid from 1st January 2024 – 31st December 2024 within 30 days of receipt of commission invoice. Commission applies to all pre-booked business (excluding equipment hire) placed for group bedrooms and/or conferences within the RBH Hotel portfolio, unless net rates

are specifically agreed in advance.

The agreement may be subject to an adjustment based on the sale or acquisition of hotels or in the instance of AIEA acquiring a major company already placing significant business with RBH Hotel portfolio. Additional incentives include a bed bank of 3 bedrooms for the period of the agreement for business usage, (subject to availability).

Contract & Payment Terms/Billback

RBH Management develop and manage branded and independent Hotels. RBH negotiates and agrees contract terms & conditions with suppliers/contractors on behalf of their clients. Any hotel which is managed by RBH shall be entitled to utilise any contract agreed. All hotels have their own individual legal entity and each contract under the agreement terms will be between the 'contractor' and the 'individual' hotel as per appendix 1 hotel billing schedule. RBH Management Ltd (Management Company) will not be legally liable for any hotel debt. Each hotel legal entity is legally liable for their own debt. Credit facilities are required to be set up with all hotels on an individual basis to allow for a bill back facility. This is in line with multi-owner model RBH portfolio and can be supported by the dedicated Account Manager and RBH Finance team.

Hotels included in the Programme

16 x Independent Hotel Collection and all RBH managed IHG hotels, Aloft Aberdeen, Ramanda Belfast. See website; [Our Hotels | RBH Hospitality Management \(rbhmanagement.com\)](http://rbhmanagement.com) for full details.

The schedule of premises will be as per above. During the period of the contract RBH reserves the right to include further premises in the schedule of premises and to remove any premises as the client portfolio changes, with no limit to the number of premises added or removed. Any premises closed temporarily may be reinstated during the period of the contract. RBH will provide as much notice as possible of any portfolio changes however this often happens on a short notice. Any additional premises added will be charged the agreed contract price and the contract will end at the same time as the Group Agreement. Should the number of hotels in the RBH portfolio increase significantly RBH reserve the right to renegotiate pricing.

Termination

Either party may immediately terminate this Agreement by written notice to the other party, if;
The other party commits a material breach of this Agreement and fails to remedy the breach within thirty (30) days of receipt of a written notice specifying the breach; or, The other party becomes insolvent, goes into liquidation, appoints a receiver or other similar officer, or takes steps for its winding up or making an administrative order (other than for the purpose of a bona fide amalgamation or reconstruction).

Signature of Agreement

This agreement has been prepared by RBH Hospitality for AIEA who have been given full authority by their respective companies to perform such functions.

Signed on behalf of RBH Management

Signed on behalf of AIEA

Name Kelly Whitehouse

Name _____

Signature *K. Whitehouse*

Signature _____

Title Group National Account Manager

Title _____

Date 22.1.2024

Date _____