



Super Bowl

C O R P O R A T E C A S E S T U D Y

ROADTRIPS

The Ultimate in Sports Travel

Client Summary

- Corporate group of 22 people
- Buyer: City Electric Supply
- Group required custom solutions including Luxury box seating and tailgate tickets, pre-nights for specific guests and private transfers and parking for all events.
- **Total package cost was \$540,000+**

Client Feedback provided: "Great Experience: Roadtrips made the trip to Super Bowl flawless for my group. It was easy to get in touch with someone anytime I had a question and everything that was promised had been executed. Will be using this service again in the future."

Agency Profile

- Estelle Furguson, American Express Travel
- Consortium: American Express
- **Earned \$64,704 in commission**

Custom Private Super Bowl Experience

Tickets

- 18 Super Bowl Tailgate Party Tickets - Includes: Gourmet Food, Open Bar, Celebrity Chefs, NFL Players & Alumni in Attendance (February 5) ITEM1034010
- 1 Sideline 18 Person Luxury Box - Includes: Fully Catered with Food and Beverage & Private Stadium Suite Entrance. (February 5)

Accommodations

- 16 Rooms - Westin Galleria - arrival February 2 for 4 nights
- 3 Rooms - Westin Galleria - arrival February 1 for 5 nights

Transportation

- Private Roundtrip Airport Transfers Including Personalized Meet and Greet Upon Arrival (Individual transfers, including private jet arrival and departure)
- Private Roundtrip Stadium Transfers On Game Day

Tours & Add-Ons

- Dedicated Roadtrips onsite host providing full program administration
- SUV Game Day Parking - Lot 29/Westridge
- MIni Bus Game Day Parking - Lot 25/Blue

Additional Inclusions

- Admission to the NFL Fan Experience (Saturday)
- Commemorative gift package and official program
- Roadtrips custom ticket holder and lanyard
- Expert travel and concierge services of the Roadtrips At-Your-Service Desk
- All taxes and service charges



ROADTRIPS

THE ULTIMATE IN SPORTS TRAVEL

SUPER BOWL LI

HOUSTON, TEXAS

NRG STADIUM

FEBRUARY 2 - 6, 2017

PERSONAL ITINERARY

THE HERTLIND FAMILY*

ROADTRIPS

*Names have been changed to protect client privacy









SUPER BOWL LI • HOUSTON

ROADTRIPS

Dear Hertlind Family,

Welcome to exciting Houston, Texas, and Super Bowl LI!

We are delighted that you have chosen Roadtrips to experience this amazing event, and it is our pleasure to make your trip as enjoyable as possible.

At Roadtrips we take pride in our ability to create the ultimate sports travel experiences, and we look forward to providing you with great memories from this year's Super Bowl. All possible care has been taken by our team to ensure that your holiday runs smoothly. In addition, your onsite host will be available and fully committed to making sure you have the best trip possible.

You now have in your possession your full itinerary. This experience has been designed to give you the freedom to enjoy this event and destination at your own pace and according to your own preferences and tastes. If there is anything you wish to clarify, please do not hesitate to contact us on one of the numbers listed on the Contact page included in this itinerary.

We hope you enjoy your NFL travel experience!

All the best,

Dave Guenther
President, Roadtrips Inc.

PERSONAL ITINERARY THE HERTLIND FAMILY





EXPERIENCE INCLUSIONS

SUPER BOWL LI • HOUSTON

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The following has been arranged expressly for you:

- Two standard rooms at the Westin Galleria arriving on February 2, 2017 for four nights
- One Sideline 18-person Luxury Box for Super Bowl LI on February 5, 2017
- Admission to the Super Bowl Tailgate Party
- Private roundtrip stadium transfers on game day
- Admission to the NFL Fan Experience on Saturday
- Commemorative gift and official program
- Services of your Roadtrips onsite hosts
- Expert Travel and Concierge Services of the Roadtrips At-Your-Service-Desk™
- Roadtrips custom ticket holder and lanyard
- All taxes and services charges

Unless otherwise noted, airfare, incidental hotel room charges, meals and on-the-ground transportation are not included.

PERSONAL ITINERARY THE HERTLIND FAMILY





YOUR HOTEL

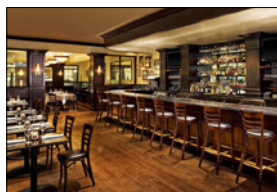
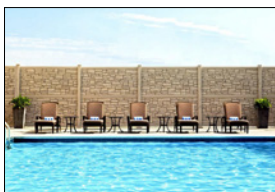
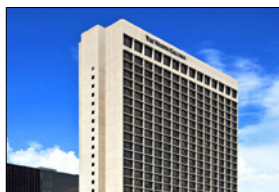
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SUPER BOWL LI • HOUSTON

WESTIN GALLERIA HOUSTON

5060 West Alabama, Houston, TX, 77056 | Phone: (713) 960-8100

With endless shopping, dining, and entertainment just steps away, The Westin Galleria Houston is the ideal Houston hotel. Connected to The Galleria shopping center, this AAA Four-Diamond Houston Galleria hotel is designed for your comfort. Unwind at the hotel's White Oaks Kitchen + Drinks serving simple ingredients with a modern twist.



DINING

White Oak Kitchen + Drinks

Open daily for breakfast, lunch and dinner

The Daily Grill

Open daily for breakfast, lunch and dinner

Street Level Bar

Open daily

FITNESS & LEISURE SERVICES

WestinWORKOUT® Fitness Studio

Outdoor Pool

STAYING CONNECTED

Internet Access

Wireless Internet access is complimentary in the hotel lobby. In-room access available for a fee.

DISTANCE

NRG Stadium

Approximately 8 miles

Houston George Bush

Intercontinental Airport

Approximately 28 miles

Please note all information is subject to change without notice, please confirm with the hotel for any updates.





SUPER BOWL LI

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SUPER BOWL LI • HOUSTON

Since Super Bowl I was played in Los Angeles in 1967, the excitement and anticipation surrounding the NFL's biggest game of the year has continued to grow. From the elaborate tailgating parties to the larger-than-life half time shows, and of course the breathtaking feats of athleticism, Super Bowl LI is sure to impress.

On February 5, 2017, the National Football League's biggest and brightest stars will take to the field at NRG Stadium. Each team has faced formidable opponents and achieved great victories to make it to this point, and both will be coming to the field ready to put on their finest performances of the season.

In 2016, NFL fans saw a game for the ages at the historic Super Bowl 50. Spectators witnessed the end of an era as Peyton Manning earned a fairytale ending to his illustrious career, with the Broncos triumphing over league MVP Cam Newton's Panthers 24-10. Super Bowl 50 was an amazing spectacle but everything is bigger in Texas and we can't wait to see how things will play out in Houston!

Will 2017 bring one or both of these teams back to the Championship game? Will Cam Newton have the chance for a do over? Will Trevor Siemian lead the Broncos to victory without Peyton Manning at the helm? Or will one of the NFL's other incredible stars take to the gridiron to claim Super Bowl glory? Whoever the teams may be, Super Bowl LI is sure to be a thrilling exhibition of football and the talented athletes that fill the ranks of the elite National Football League.



SUPER BOWL LI • HOUSTON

Below is a brief summary of the spectator information you should know before heading to NRG Stadium. For a comprehensive list of the stadium's policies, we ask that you visit www.nrgpark.com or contact your Roadtrips onsite host prior to leaving for the game.

Bag Policy:

- In compliance with the Clear Bag Policy, NRG Stadium prohibits all bags, backpacks and other carriers from being brought into the stadium with the following exceptions:
 - * Approved clear plastic bags (12" x 6" x 12")
 - * One gallon clear plastic zip lock type bags
 - * Small Clutch Bag (the size of an adult hand) (4.5" x 6.5")
 - * All approved bags are subject to inspection upon entry and are subject to additional inspections within the stadium.

All individuals and their belongings are subject to search. Fans with medical bags or items they must carry with them must be inspected. PLEASE ARRIVE EARLIER TO AVOID LAST MINUTE GATE PRESSURE.

Banners & Signs:

Handheld banners and signs are permitted at NRG Park facilities provided they are in good taste as determined by NRG Park management. Signs may not be commercial in nature or utilize wood, metal or similar types of materials for support. Banners and signs may not be affixed or hung anywhere in the facilities or displayed in a manner that obstructs guests' views of the event or facility advertising signage.



SPECTATOR INFORMATION

SUPER BOWL LI • HOUSTON

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Cameras:

Small, point and shoot cameras are allowed. No audio or video recorders are allowed for any event.

Reentry:

NRG Park facilities have a No Re-entry policy, unless otherwise posted. Once you exit a facility, you will not be permitted to return.

Smoking:

NRG Park facilities are smoke free. Smoking is not permitted in public areas of the building. Designated smoking areas are located outside each facility.

The following ARE PROHIBITED in the stadium:

For the safety concerns of patrons, NRG Park may refuse entry of individuals in possession of prohibited items including, but not limited to: video or audio recorders or similar devices, professional camera equipment or lenses over 12" in length, laser pointers, weapons/firearms, air horns/whistles or other noisemakers, sealed packages of any kind, bottles or cans, coolers or containers, fireworks, inflatable objects, outside food or beverage (Exceptions are made for medical reasons and children) No remote controlled vehicles, including cars and unmanned aircraft (drones), are authorized to operate on NRG Park property.





VENUE MAP

ROADTRIPS

SUPER BOWL LI • HOUSTON

NRG STADIUM

One NRG Park, Houston, Texas 77054
United States of America



PERSONAL ITINERARY THE HERTLIND FAMILY



SUPER BOWL LI • HOUSTON

THURSDAY, FEBRUARY 2, 2017

Today you arrive in exciting Houston, Texas for Super Bowl LI. Please note, hotel check-in time is 3:00 pm.

8:15 pm Shuttle departs for dinner. Meet in the Westin lobby.

8:30 pm Dinner at Steak 48, located at 4444 Westheimer,
Houston, TX 77027

FRIDAY, FEBRUARY 3, 2017

7:30 am Shuttle departs for meeting. Meet in the Westin lobby.

8:00 am GM Meeting at Hotel ZaZa Galleria. Meeting ends at
approximately 6:00 pm.

7:45 pm Shuttle departs for dinner. Meet in the Westin lobby.

8:00 pm Dinner at Liberty Kitchen, 4224 San Felipe,
Houston, TX 77027

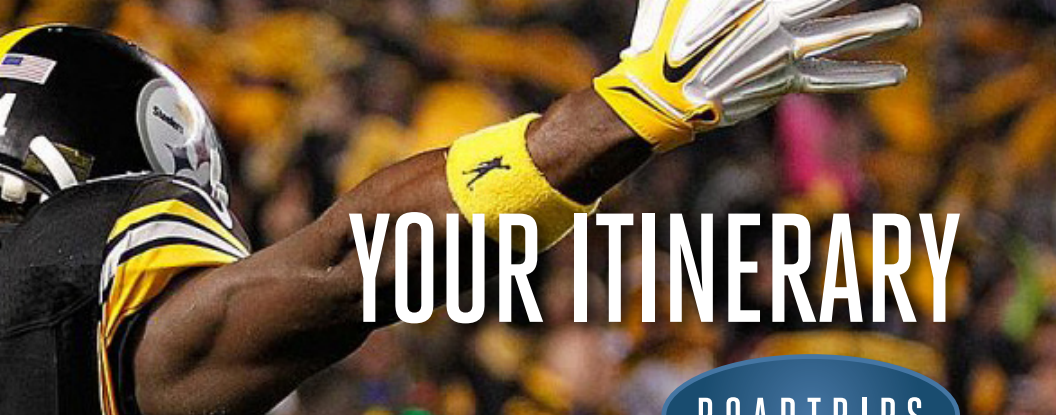
SATURDAY, FEBRUARY 4, 2017

Today you may want to check out the NFL Fan Experience. This interactive event, set up specifically for Super Bowl Week, celebrates the sport's history and incredible atmosphere of the Super Bowl, highlights include: interactive games, the NFL Play 60 Zone, past and present NFL player autograph sessions, historical Super Bowl displays including the Vince Lombardi trophy and the NFL Shop.

10:00 am Optional shuttle available to NFL Fan Experience until close

10:00 am - NFL Fan Experience opens at 10:00 am at the George R.

10:00 pm Brown Convention Center, 1001 Avenida de las Americas,
Houston, TX



YOUR ITINERARY

ROADTRIPS

SUPER BOWL LI • HOUSTON

SUNDAY, FEBRUARY 5, 2017

Today is the day you have been waiting for! This morning, you will be off to NRG Stadium for today's Super Bowl.

11:45 am Your private transfer will be ready and waiting to transfer you to NRG Stadium

12:00 pm Super Bowl Tailgate Party near NRG Stadium

5:30 pm Super Bowl LI at NRG Stadium

Post Game Your private transfer will be ready and waiting to transfer you back to your hotel

MONDAY, FEBRUARY 6, 2017

Today you depart for home. Your private transfer will be ready and waiting at the appointed time to return you to the airport for your departing flight. Please note, hotel check-out time is 12:00 pm.

Please note all times are subject to change, please check with your onsite hosts for any updates.

PERSONAL ITINERARY THE HERTLIND FAMILY





CONTACT US

ROADTRIPS

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You are welcome to contact us at any time for all inquiries.

ROADTRIPS NORTH AMERICA OFFICE

700-191 Lombard Avenue
Winnipeg, Manitoba
R3B 0X1 CANADA

Phone 1 (204) 947-5690

Toll Free 1 (800) 465-1765

*Please note our office is open Monday to Friday
8:30 AM to 5:00 PM (CST)*



www.roadtrips.com