



Key Bridge Marriott Named Host Hotel for 3rd Annual SEME East 2007 Sports Career Conference

WASHINGTON, D.C. – Key Bridge Marriott, featuring one of the top views of Georgetown, has been announced today as the Host Hotel for SEME East 2007 March 23-24, 2007, in Washington, D.C.

SEME is the annual sports career conference that has become the leading beacon for this bi-costal marketplace. Registration is available online and space is limited. All information on the upcoming event can be found at www.SEMEEast.com.

METHOD OF RESERVATIONS: SEME East Group

PHONE: Marriott reservations at 1 (800) 228-9290 or (703) 524-6400.

ONLINE: www.marriott.com/WASKB

Guests may also make reservations on Marriott.com or by going directly to the hotel website and entering the group code in the “GROUP CODE” box - . **SEME East Group**
The Group Code may be obtained from the hotel Event Manager.

HOTEL:

Marriott Key Bridge

1401 Lee Highway
Arlington, VA, 22209
Phone:(703) 524-6400

ORGANIZATION: The Sports Event Marketing Experience
NAME OF EVENT: SEME East Group
OFFICIAL PROGRAM DATES: Thursday, 03/22/2007 - Saturday, 03/24/2007

Date	Day	Standard	Total Rooms
3/23/2007	Thu	15	15
3/24/2007	Fri	15	15

Start Date	End Date	Room Type	Single	Double
3/23/2007	3/24/2007	Standard	\$119.00	\$119.00

GROUP ROOM RATES

Hotel confirms the following non-commissionable group rates (plus applicable state and local taxes (**currently 10.25%**) in effect at the time of check in):

Single: **\$119.00** Double: **\$119.00**

CUT-OFF DATE

Reservations by attendees must be received on or before **Thursday, March 1, 2007, (the “Cut-Off Date”)**. At the Cut-Off Date, Hotel will review the reservation pick up for the Event, release the unreserved rooms for general sale, and determine whether or not it can accept reservations based on a space- and rate-available basis at The Sports Event Marketing Experience group rate after this date.