

MEETINGS INCENTIVES CONFERENCES



DECOR TRANSPORTATION LOGISTICS



ACTIVITIES STAGING DINING REALIZATION

SUNBOUNDTM

Full Service Destination Management for Florida & The Bahamas

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COMPANY PROFILE

Founded in 1984 by Gregory Kurdian, CITE, *SUNBOUND* is Florida and The Bahamas' oldest and largest Destination Management Company specializing in Meetings, Incentives and Conferences.

With offices serving both Florida and The Bahamas, the company is exclusively committed to non-vacation group travel. Services throughout the entire operating area include full ground-program operations, transportation management, professional meet-and-greet staff and activities. The company also provides entertainment, staging and special events management through its Realization Department (theme party and business theatre production) utilizing its substantial construction and warehousing facilities in Florida, Nassau and on Grand Bahama Island. All services are under one umbrella and managed through our unique concept that the Salesperson is the Serviceperson.

Through fully integrated subsidiary operations, *SUNBOUND* has full concert and special event staging capabilities both in the United States and The Bahamas. Set design and construction for other companies are also produced through its subsidiary, *THE SET SHOP*.

INTRODUCTION & HISTORY of



MR. GREGORY H. KURDIAN, CITE



SUNBOUND has matured a full graphics and communications department that produces virtually all motion and print media in-house and even includes a sound studio for voice-over and narration. Its services are also available to clients in Florida and The Bahamas for signage, e-mail promotion and pre-trip communications, print materials and welcome videos for transportation, etc.

THE PURSER'S DESK, also a wholly owned subsidiary, provides commissionable transfers, shore excursions, and pre- and post-cruise hotel packages at a variety of Florida and Bahamas cruise ship destinations to travel agents and their clients through its own inter-active web site.

SUNBOUND is proud to have served in general management roles for major events, including Super Bowl for the National Football League and two Florida Breeder's Cups, receiving major recognition from these two organizations. *SUNBOUND* is the only private company to have ever been hired in this capacity for either of these events.

SUNBOUND'S clients are a broad cross section of corporate direct clients and intermediates. Maritz Travel Group, Carlson Marketing Group, BI Travel Company and ITA have all selected *SUNBOUND* as their sole preferred supplier in The Bahamas. These relationships have been maintained for many years. *SUNBOUND* is proud to be the recipient of many awards for performance from these companies, including the 2005 Carlson Marketing Premier Partner Award, the highest recognition they award to travel partners. ∞

CORPORATE CULTURE

The vast majority of SUNBOUND employees have chosen to remain with the company over time. Seniorities are commonly ten, twelve and fourteen years, with between six and eight years being the average.

We believe in and implement the priorities of "People, Client, Process" for a dynamic, pro-active company and a motivated employee. Bahamian Staff at all levels are regularly invited to attend meetings and management conferences in Florida. Socialization is considered a critical part of these visits; socialization that breaks down barriers between "them and us" and allows for a greater understanding of "the other guy's" problems as well.

As well evidenced by its history in Florida, SUNBOUND believes that fully participatory management and an "open-door" philosophy by senior management results in a well-balanced company and a well-balanced environment for its associates. Participation in the decision-making process is encouraged as is a "trickle-up" concept for innovation and process improvement. The more that affected associates can see that they have collective "ownership" of a project or can vision the same goal, the more dynamic their participation and the greater chances are for the company's success. Experiments with "Cutting-Edge" concepts and technologies are strongly encouraged. On-going education is also encouraged – and paid for – by the company, including areas not directly related to a person's specific responsibilities. If a ground operations person wishes to learn how to be a professional chef, the company pays for it.

Employee participation in outside volunteer work for charities and other not-for-profit organizations, such as volunteering for a feeding program or even the Florida Grand Opera are encouraged. Often times at the request of an employee, company time, resources and even money can be allocated towards a project.

Through its interest in Expert Travel and Tours Limited, and Tranquility Shores SUNBOUND began the first Corporate Benevolence Program in The Bahamas, adopting The Beacon School as its favored charity. Initially providing wheel chairs and other equipment and transporting



students on school field trips, the program was intended to grow to hosting fund raising "County Fairs" with participation by other Grand Bahamian businesses on Tranquility Shores grounds, "Black Tie and Blue Jeans" fundraisers, annual or semi-annual "Grand Days Out in the Bahamas" on Tranquility's beaches for the students and a myriad of other activities that would drive

contributions and benefits directly to the school and never through any other hands.

SUNBOUND is – and has been – completely devoted to what is now called the “*New Paradigm of American Business*” of PEOPLE, CLIENT, PROCESS.

For over 22-years the company has firmly believed in treating its people correctly, with honor, in a comfortable and cordial environment. This policy transcends all of its operations, both in Florida and The Bahamas and staff at all levels is included intimately in an open management process. Compensation is based upon a generous salary and participation in a bonus based on the revenues of the company annually divided among them. In some cases the bonuses alone have equaled between 75% and 100% of the base salary. The company pays for full high-level benefits. It has an individually-controlled investment plan to which the company contributes substantially that quickly becomes fully vested. Health benefits are extremely generous and are fully paid by the company for the employee. This program is now being rolled out to all Bahamian employees.

Closely following is the simple concept that all staff needs the proper and most advanced tools to efficiently “*Realize the Client's Needs*”. Two brand new office/warehouse complexes in Florida and Nassau and an on-going re-build of our facilities on Grand Bahama Island are current March/April projects. In June, the company will launch a new custom-designed event, and group sales and operations software designed by Germany-based USI.

The company's staff consists of over 25 full-time employees in its Fort Lauderdale operations and over 15 full-time employees in offices in The Bahamas who are all Bahamian citizens with extensive training and experienced capabilities. Full and honest “Bahamianization” is a core policy and no ex-patriot workers are or ever have been employed in The Bahamas. U.S. staff is a rich mixture of cultures and expresses defined diversity.

The company's senior management includes seasoned executives with decades of group management, meeting and incentive experience. *SUNBOUND's* founder, **Gregory H. Kurdian, CITE**, has been active in incentive travel since 1964 having operated his own out-bound incentive company (*The Incentive Company, Inc.*) in Wichita and Philadelphia from 1967 to 1982. He is a past president of the Society of Incentive and Travel Executives (SITE), and served as a founding trustee and treasurer of the SITE Foundation. He is one of the first industry figures to receive the designation of Certified Incentive Travel Executive (CITE). He serves as owner and president of *SUNBOUND* as well as a shareholder, director and Managing Director of *SUNBOUND-BAHAMAS*.



PEOPLE



CLIENT

PROCESS





Mr. Jeffrey Burto, Senior Vice-President and Chief Operating Officer of the company joined *SUNBOUND* over nine years ago following an extensive background in hotel general management, operations and accounting.



Ms. Carolyn Chesnut, Senior Vice President of Sales and Marketing purchased worldwide incentive and meeting services. She was a long-time customer of *SUNBOUND* for a number of years prior to joining *SUNBOUND* almost twelve years ago.



Marlene Jacoby, Director of Sales was also a former *SUNBOUND* client with Executive Incentives & Travel, a division of JM Family Enterprises also serving Southeast Toyota LLC., and the Jim Moran family of companies. She directs and manages our sales process from initial contact through final program billing sign-off. Her "upstream" clients include not only our customers but the hotels, resorts and venues. She manages the "Salesman/Service" concept so fundamental to *SUNBOUND*'s corporate philosophy.



Mr. John (JC) Costello, Director of Operations heads up *SUNBOUND*'s ground operations in The Bahamas which are coordinated through his office, including transportation, ground staff, activities, communications and special events such as *SUNBOUND*'s unique Team Building programs. He works constantly with staff on island to assure that manifests are created and our operating "Line-by-Line" schedules are carefully followed.



Mr. Brandon Lynn, Director of Theme and Realization. Brandon's full responsibility is the realization of the client's dreams and requirements in the theme party and business theatre arena. As head of the "Innovation Team" for *SUNBOUND*, Brandon also makes it a goal to lead the industry in cutting edge events. Joining *SUNBOUND* in 2006, Brandon brings to the team his unique talents and background in professional theatre as well as Hotel Management.



Mr. Vince Conti, Director of Facilities and Realization is responsible, in both Florida and The Bahamas, for the organization, training and management of all construction, storage and renewal facilities and staff, as well as design and construction of new concepts, props and techniques. He is expanding our ownership and thus control of all lighting, sound and visual techniques and equipment, to assure the necessary follow-through and control of all of the basic requirements of the client. He is an integral part of the "Innovation Team."

SUNBOUND – BAHAMAS



Ms. Sheree Flowers, General Manager – Grand Bahama Island and her team members coordinate and are responsible for the successful operation of the client's program on Grand Bahama Island. Sheree comes to the company following a lengthy and successful tenure in Convention Services at The Westin and Sheraton at Our Lucaya.



Ms. Doris Rolle, Warehouse Manager – Grand Bahama Island, coordinates the staff and warehouse on Grand Bahama Island, providing for all set-up and strike as well as on-site management while the party or production is going on - administering the basic "Realization" of the client's needs and expectations.



Mr. David Vargo, Director of Marketing Communications, heads up *SUNBOUND's* Communications and Graphics Department, providing exceptional graphics and audio/visual communications – ensuring that Sunbound's services reach their targeted market base and are set apart from and above the competition. He directs, for *SUNBOUND*, the entire hard copy and digital creative process using internal and external resources through design, copywriting, production, color proofing, printing and inventory management. He is responsible for all company branding, alliance marketing collateral, and advertising for special projects. The Fort Lauderdale office is fitted with a full sound booth for voice over narration as well as both audio and video production.



Mr. Ray Vlacich, Director of Marketing Services, provides for the coordination and management of all trade shows, road shows, client visitations, and road trips.

Wherever we operate, throughout all our operations, the company's goal is to provide the highest possible quality of creative service with an umbrella of responsibility at cost-effective prices.

SUNBOUND's only products are
SERVICE, SECURITY and QUALITY

and it remains committed to the clients' overall programs. The whole organization believes it is people, planning and preparation that make the difference.



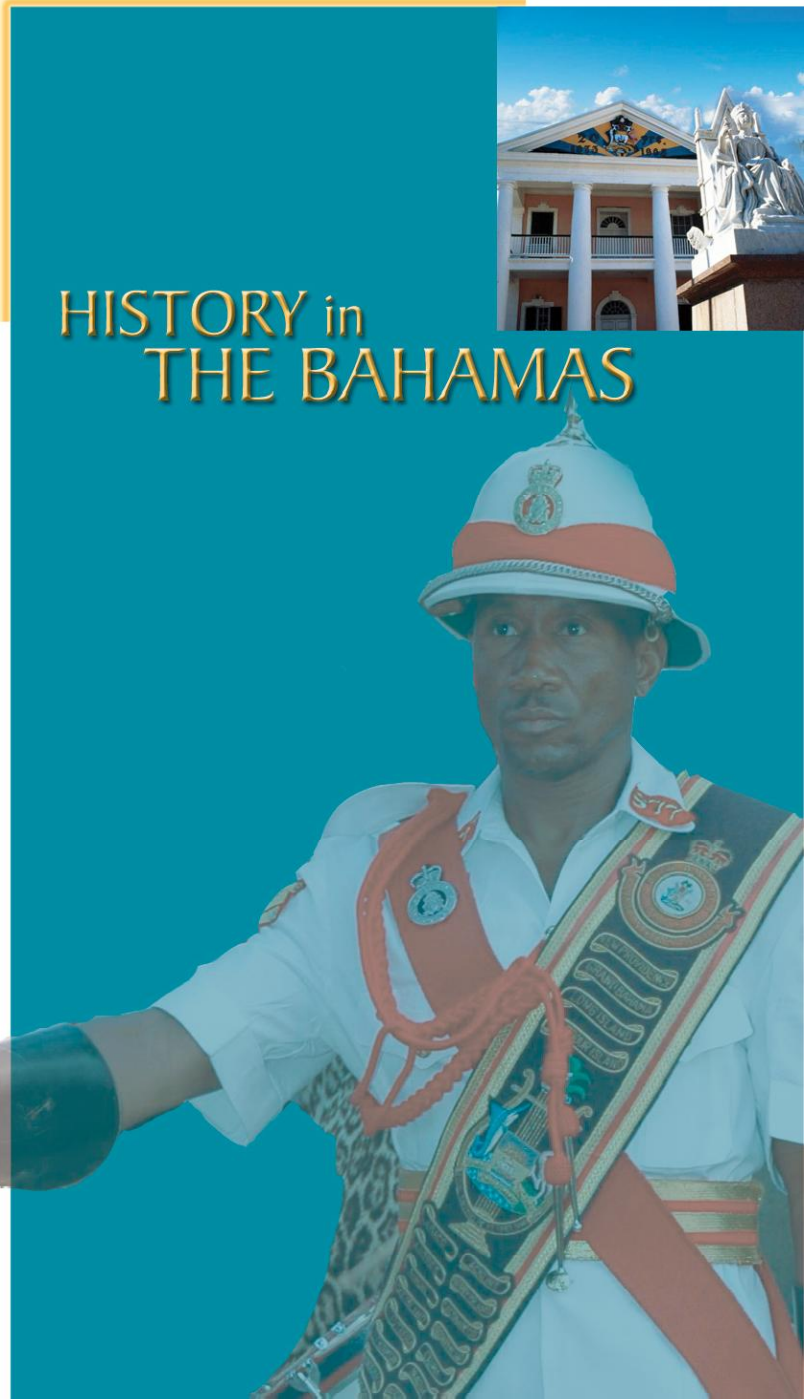
In 1993, in response to conversations with the start-up management of *Atlantis – Paradise Island* concerning the level of DMC services in The Bahamas, *SUNBOUND* launched a new initiative into Nassau to support the new resort development project. In 1994, this dialogue matured into the launch of *SUNBOUND* operations in The Bahamas.

Currently, *SUNBOUND* is the largest and oldest Destination Management Company in The Bahamas and provides full DMC and production (*Realization*) services to corporate group customers throughout The Bahamas. Bahamian facilities include fully-staffed offices in Nassau and on Grand Bahama Island as well as major construction and warehousing on both islands. Services include all major Bahamian hotels and resorts.

Services in The Bahamas are provided under the direction of *SUNBOUND*'s Fort Lauderdale office through *SUNBOUND – BAHAMAS* the trading name of *Global Fulfillment Services Limited*, a fully licensed Bahamian company in which *SUNBOUND* maintains a major shareholding. The main office in Fort Lauderdale also provides all marketing and sales, pre-sales, operations, *Realization*, finance and administration for the Bahamian operations.



HISTORY in THE BAHAMAS



HISTORY on GRAND BAHAMA ISLAND



In 1999, *SUNBOUND* began work with the newly-developed *Our Lucaya Golf and Beach Resort*. At the request of the Resort's top level management, the Company participated fully and on a financially integrated basis in the overall marketing and group sales activities of the new Resort. With full financial commitment, *SUNBOUND* designed, constructed and manned three trade show booths at the U.S. IT&ME show in Chicago, and fully funded a presence of the Resort for two years at the Geneva-based EIBTM. In 2005, *SUNBOUND* designed, constructed and manned a 13-square meter *Islands of the Bahamas* booth at the Frankfurt-based IMEX, which it funded from its own resources. Almost 50% of this booth was dedicated to Grand Bahama Island and the *Westin and Sheraton at Our Lucaya*. The confirmed presence of *the Islands of the Bahamas*, now funded by the *Ministry of Tourism, Grand Bahama Island Tourism Board, the Nassau, Paradise Island Promotion Board* and *SUNBOUND* is a reality in 2006.

In each development stage of the Resort, *SUNBOUND* supported unqualifiedly the sales and marketing of the property in the travel trade and corporate group travel markets. This included a series of e-mail promotions to *SUNBOUND*'s client base promoting *Our Lucaya*. *SUNBOUND* has provided web links to *Our Lucaya* on several of its websites and continues to aggressively promote the destination and the resort, including contribution to educational trips (FAM Trips), site inspections and other on-island client promotions.

At the specific request of the *Grand Bahama Port Authority* and its chairman, *SUNBOUND* and *Majestic Tours* of Nassau developed a new, world-class transportation company, *Expert Travel and Tours Limited*. This began a successful campaign to open the Ports of Entry on Grand Bahama Island to all forms of transportation and ended the 40-plus year hegemony of the *Grand Bahama Taxi Union*.



The negotiations, led by Gregory Kurdian, came to a successful conclusion almost four years later when an agreement was signed between *Expert Travel and Tours Limited*, the *Grand Bahama Taxi Union* and the *Grand Bahama Port Authority*, opening the ports of entry to all transportation companies.

Simultaneously, the partners were asked by the *Port Authority* to take over the defunct beach restaurant formerly called *Cap'n Kenny's*. It was rebuilt as *Tranquility Shores*, an attraction and an event venue for cruise ship passengers and corporate groups.



These extremely successful activities required an investment by Gregory Kurdian and *SUNBOUND* in Grand Bahama of over \$1.5-million. This investment continues to increase through plans for the additional introduction of a variety of new tourist attractions such as a Marine Park, with a Sting Ray Feeding facility and



artificial snorkeling marine habitat. Plans also include a sophisticated Jeep Safari and tourist-oriented botanical garden, complete with storytellers and bush medicine men and women among other activities.



We are dedicated to the opening of these new attractions concurrent with the opening of the new Cruise Terminal near Lucaya.

Virtually single-handedly, *SUNBOUND* has used its strong relationships with various cruise lines to encourage port calls on Grand Bahama where they can use *Expert Travel* for tours and *Tranquility Shores* for their "Day-at-the-Beach" shore excursions. *SUNBOUND* was directly responsible for the beginning of *Royal Caribbean International's* long-running use of Grand Bahama Island as a regular port of call.

All of these progressive steps have proven additionally beneficial to what is now *The Westin and Sheraton Grand Bahama Island Our Lucaya Resorts*.



SUNBOUND enjoys a favorable position as the only full-service Destination Management Company on Grand Bahama Island. The company operates no retail or speculative tours, no FIT operations and is institutionally dedicated to the Corporate Group, Incentive, Meeting, Conference and Trade Show market. It retains the full support of the *Grand Bahama Port Authority*. ∞

CLIENTS &

COMMENTARY

SUNBOUND enjoys a reputation second to none in our industry and its sales mark is recognized for excellence throughout the world.

SUNBOUND is one of only twenty-five recipients of Carlson Worldwide's highly coveted *Pinnacle Partnership Awards* for 2005. Twenty recipients were hotels and resorts, two were airlines, one was an event company and *SUNBOUND* was one of only two Destination Management recipients and the only Bahamian company recognized in the past several years. The recipients are evaluated through a seven-part questionnaire customized for each of five different Carlson Worldwide departments, including procurement and client billing. These evaluations in turn must be based upon the collective evaluations of Carlson's own clients and must achieve a percentile above 90%. Companies are not aware if they are being evaluated until the final results are published publicly.

While *SUNBOUND* is very proud of this award achieved by its *people*, the individual comments of recent individually satisfied clients are of even greater importance. The following are quotations from groups recently operated by *SUNBOUND* at the *Westin* and *Sheraton Our Lucaya Resorts*.

January , 2006

*...The event decor was FANTASTIC!
Thank you so much for all your help!*

Sarah Nahom
Genzyme

February , 2006

*...Exceptional job with all the transfers.
We couldn't even imagine having done
it without you. Your staff is such a
pleasure to work with!*

Dan Clifton
Fibertec

February , 2006

*I wanted to thank you and your staff for an OUTSTANDING JOB!!!!
The level of confidence, professionalism and courtesy displayed by
your staff was top notch. HATS OFF to you and the crew.*

THANKS FOR MAKING OUR JOB EASIER!

Yolande Wainwright
The Solutions Group



FUTURE GROWTH & PROJECTS

SUNBOUND will continue to differentiate itself from other group and event management companies in its market areas by continuing to grow its associates, their business and personal lives. The company considers and will continue to consider its staff the single most important asset and create a work environment that emphasizes personal and professional growth.

The company is recognized for its innovative techniques, such as state-of-the-art “virtual reality” theme and event development. It will increase its industry leadership through adopting professional film and stage production techniques, along with professional timelines and a continuing sense of urgency in its relationships with both clients and principals, such as resorts and venues. The company has coined the phrase “Realization” to describe what was previously called production, as it believes its job is to realize client expectations.

First ever changes in the manner in which staging, theme décor and business theatre concepts and capabilities (including our now famous “shadow box” theme environment displays) will continue to assist our clients and principals to visualize what they will attain for their guests and participants.

By the end of this summer, the company will implement a number of new services at Atlantis – Paradise Island, creating an in-house relationship never before seen in the hospitality industry. Formalized in the agreement is Sunbound’s total integration into the Catering and Convention Services operations of the resort from the very initiation of client planning in their Plantation, Florida headquarters through the final operation in the Resort and new Conference Center. *SUNBOUND* will be responsible for basic function set-up, through full industrial theatre creation and installation and state-of-the-art event production packaged indivisibly with all food and beverage. Additional agreed projects include the formation of a full-service Destination Weddings capability in-house at Atlantis, as well as complete association, convention and trade show exhibition services, comprising exhibit booth installation, show floor management and exhibit floral sales and foliage rental services.

