



Plaza Research | Los Angeles

6053 W. Century Blvd. Suite 100

Los Angeles, CA 90045

p: 310.645.1700

f: 310.645.3008

e: ahaley@plazaresearch.com

Hi Alan,

The \$100 incentive I bid for the Education project is the standard recruiting coops for projects in Los Angeles, especially for day groups and the specific specs we are recruiting for. Most respondents may need to take off from work for day groups, as well as, deal with Los Angeles traffic. In LA, we have higher incentives than most markets to help the show rates due to the LA traffic and travel time. We never use \$75 incentives in our market, unless the groups are 60 minutes or less because the show rate will suffer.

Sincerely,

Amy E. Haley

Director

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