

Subject: DCAT Week Annual Dinner Tables Policy for Transition from the Waldorf Astoria Hotel

- ***Procedure for Lottery and Selection Process***
- ***Procedure for Annual Dinner Sponsor Table***
- ***Procedure for Annual Dinner Wait List***
- ***Procedure for Single and Multiple Seats***

Date Adopted: DCAT Board of Directors Meeting
June 29, 2016

BACKGROUND STATEMENT:

In February of 2015, the Hilton Corporation's sale of the Waldorf Astoria to Anbang Insurance Company was finalized. Alternate plans for space for DCAT Week and the DCAT Annual Dinner were developed by the organization in preparation for any changes or the closing of the Waldorf Astoria.

In April of 2016, the DCAT organization was notified that due to the owner's renovation schedule, no suite and sleeping room space would be contracted after March 1, 2017. Also, the owners had not yet determined whether the ballrooms and other areas of the hotel would remain open after March 1, 2017.

In light of the uncertainty of space for the annual dinner event, possible construction impediments or disruption of service, the DCAT organization contracted with the NY Hilton Hotel for the event. This change will allow our member companies to be together in one ballroom, providing a more collegial atmosphere, with better program viewing and increased technological capabilities.

The new transition policy will change the past practice of member companies being seated at the same table every year. Instead, member companies will be asked to participate in an annual lottery system and selection procedure to determine their tables for the annual dinner.

POLICY STATEMENT:

The DCAT organization has developed a policy and procedure to transition the annual dinner event to the NY Hilton for 2017 and subsequent years.

It is the policy of DCAT that those Registered Member Companies who purchased a full table(s) at the 90th DCAT Annual Dinner during DCAT Week '16, (hereinafter referred to as "Eligible Table Holders") have their tables transitioned into the ballroom at the NY Hilton Hotel for the 91st DCAT Annual Dinner during DCAT Week '17. Any Eligible Table Holder that has not renewed their membership for 2017 by the date prescribed in the organization's bylaws, will lose the right to hold any and all tables.

Each year, the DCAT organization intends to follow the lottery and selection procedure outlined below. As a result, member companies will not occupy the same table every year, giving all members an opportunity to sit in different locations.

Dinner tables at the 91st DCAT Annual Dinner will be priced as follows:

Zone 1, Table of 10	\$6,000.00 (Ballroom Floor)
Zone 2, Table of 6*	\$3,600.00 (Balcony)
Zone 3, Table of 10	\$3,300.00 (Back portion of Ballroom Floor)
Zone 4, Table of 10	\$3,100.00 (Back Balcony)

* Eligible Table Holders who had a table of 4 will now be required to take a table for 6 persons.

PROCEDURE FOR LOTTERY AND SELECTION PROCESS:

The staff will develop a list of Eligible Table Holders.

Eligible Table Holders will be segregated into three groups based on their location at the Waldorf Astoria in 2016. If a company has tables in more than one zone, they will join the lottery and the selection process for each zone as indicated below.

Zone 1 Group: Companies that held a table of 10 or more on the 1st floor, 1st or 2nd balconies of the Waldorf Astoria Ballroom. All remaining tables in Zone 1 will go to member companies that held a table(s) in the East or West Foyer. Should there not be enough available tables for each Eligible Table Holder from the East and West Foyers, Zone 1 tables will be given to companies based on the length of years at these table(s). Any ties will be determined based on a record of support for the DCAT organization and the number of years as a member company.

Zone 2 Group: Companies that held tables of 4 or 6 in the 1st or 2nd balconies of the Waldorf Astoria Ballroom.

Zone 3 Group: Remaining companies that held tables in the East or West Foyers (not included in the Zone 1 Group) and companies in the Jade or Astor Rooms of the Waldorf Astoria.

Zone 4 Group: Used for waitlisted member companies and/or new requests. No lottery and selection process required.

The transition of the Eligible Table Holders will consist of three phases:

- Phase 1: Transition policy presentation
- Phase 2: Lottery to determine the order in which Eligible Table Holder will select a table(s).
- Phase 3: Selection process of table(s) location by a representative of each Eligible Table Holder.

Phase 1: Presentation

On November 4, 2016, Eligible Table Holders will be invited to join a presentation regarding the transition policy and procedure via GoToWebinar.com. In addition, the presentation will be outlined and posted on the DCAT website as an alternate way for Eligible Table Holders to obtain the same information.

The purpose of this presentation will be to explain the lottery and selection procedure and answer any questions that might arise.

The presentation will help Eligible Table Holders determine if they want to continue to attend the DCAT Annual Dinner, release any of their tables, or change their table location to a lower price point. Eligible Table Holders will have two weeks to inform DCAT regarding changes they may want to their tables. DCAT staff will do all they can to meet change requests but cannot guarantee that all requests can be accommodated.

If an Eligible Table Holder does not advise DCAT of any change requests, it will be assumed that the Eligible Table Holder wants to move forward with the lottery and selection procedure.

Phase 2: Lottery

On or about November 20, 2016, the table contact for the Eligible Table Holder will be notified by email as to the zone they will be placed in and the date of the lottery for Zones 1, 2 and 3. Table contacts will be asked to acknowledge the lottery date and selection procedure via email to the DCAT staff.

The lottery shall determine the order in which Eligible Table Holders in Zones 1, 2 and 3 will select their table(s) location. The lottery will take place at DCAT headquarters in Robbinsville, NJ and will be made available live to any Eligible Table Holder via GoToWebinar.com. The lottery will be managed by DCAT's Executive Director and staff along with two members from the Board of Directors and/or the Advisory Council who will also be present.

The lottery results will be posted in real time on GoToWebinar.com. Immediately afterwards, the list will also be posted on DCAT's website.

Phase 3: Selection Process

On or about January 2, 2017, the table contact will be notified by email as to the date and time of the table selection process as well as instructions on how to select a table(s). Table contacts will be asked to acknowledge the date and time of the selection process via email to the DCAT staff.

If an Eligible Table Holder has agreed to be an annual dinner sponsor, the procedure for the dinner sponsorship will be taken into consideration at the time of the selection process. (See procedure for annual dinner sponsorship below.)

Eligible Table Holders will select their table(s) in groups of 15-20 beginning with the lowest lottery number. On a date and time specified, a representative for each Eligible Table Holder group will log-in to SocialTable.com to select their table(s). The table(s) will be marked with the company name and therefore no longer available to others. This procedure will continue with groups of 15-20 for several days until all tables are selected in each zone.

Should a member company representative be unable to attend the group selection process, they may elect to have the DCAT Executive Director choose for them by pre-arranged written consent.

If the representative for the Eligible Table Holder does not participate at the time specified, they will be placed at an available table(s) by the DCAT Executive Director.

The procedure for the lottery and selection process will be repeated each year. Member companies will not occupy the same table every year, giving all members an opportunity to sit in different locations.

Member companies that are not Eligible Table Holders and would like to purchase tables or single seats, can request to be added to the wait list and follow the wait list procedure. Eligible Table Holders requesting an additional table(s) can request to be added to the wait list and follow the wait list procedure. However, these requests will not be satisfied until the selection process is completed by all Eligible Table Holders.

PROCEDURE FOR ANNUAL DINNER SPONSORS:

Each year, a designated number of tables will be reserved for member companies that would like to be an Annual Dinner Sponsor. The Sponsor Zone tables are located in the first two rows of Zone 1 and are \$6,000, which is not considered part of the sponsorship fee.

Sponsorship may be limited at times and therefore table assignments in the Sponsor Zone will be on a first-come, first-served basis.

An Annual Dinner Sponsor who is an Eligible Table Holder may elect to have one table in the Sponsor Zone. It is not mandatory. If the Sponsor holds more than one table, other tables outside the Sponsor Zone table(s) are subject to the lottery and the selection procedure as stated above.

An Annual Dinner Sponsor who is not an Eligible Table Holder may have one table in the Sponsor Zone. However, the sponsorship and payment for the table in the Sponsor Zone does not automatically entitle the member company to a table in any zone the following year unless they were awarded a table through the wait list process.

PROCEDURE FOR MEMBER WAIT LIST:

On or after November 1st of each year, member companies may request to have their names added to the wait list for a table at the annual dinner. Member companies must ask to be added to the wait list each year.

Tables will be provided to member companies based on such factors as the number of consecutive years they have asked to be placed on the waiting list, a record of support for the DCAT organization, and the number of years as a member company.

A member company that was on the wait list and receives a table will automatically be included in the lottery and selection process for the table's zone the following year.

PROCEDURE FOR SINGLE OR MULTIPLE SEATS:

Member companies may purchase up to four seats at the annual dinner. Availability is not guaranteed and will be announced via email to the membership and on the DCAT website.

On or after November 1st of each year, member companies may request to have their names added to the wait list for up to four seats, which will be distributed on a first-come, first-served basis.