

**CUT-OFF  
JUNE 11, 2010**

**PRIMERATURF ANNUAL  
MEETING & TRADE SHOW  
EMBASSY SUITES RIVERCENTER  
JULY 6-9, 2010**

**CUT-OFF  
JUNE 11, 2010**

**INSTRUCTIONS**

Housing for Primeraturf 2010 is now OPEN.

**INTERNET** Visit the Primeraturf web site at [WWW.PRIMERATURF.COOP](http://WWW.PRIMERATURF.COOP)

**FAX** Only fully completed forms will be accepted by fax at 859-655-4169. Use one form per request, make copies as needed.

**PHONE**  
877-465-9282 MONDAY-FRIDAY ONLY,  
10AM- 4PM EST

**ACKNOWLEDGEMENTS**

The Primeraturf Housing Bureau will send you an acknowledgement of your reservation. Please review all information for accuracy. If you do not receive your acknowledgement in this time frame, please contact the Primeraturf Housing Bureau at [GroupResv@nkycvb.com](mailto:GroupResv@nkycvb.com). You may also check your reservation via the internet at [WWW.PRIMERATURF.COOP](http://WWW.PRIMERATURF.COOP) regardless of how you booked your reservation.

**ROOM RATES/TAXES**

To take advantage of the special 2010 Primeraturf rates, please book your reservation by **JUNE 11, 2010**. After that date, 2010 Primeraturf room blocks will be released and hotels may charge higher rates.

All rates are per room and are subject to 11.3% tax, (subject to change).

Special requests cannot be guaranteed, however hotels will do their best to honor all requests. Hotels will assign specific room types upon check-in, based on availability.

**CHANGES & CANCELLATIONS**

Reservations cancelled after June 11, 2010 will be charged a \$25.00 cancellation fee. Please continue to use the Primeraturf website @ [www.primeraturf.coop](http://www.primeraturf.coop) or email [GroupResv@nkycvb.com](mailto:GroupResv@nkycvb.com) or by faxing 859-655-4169

**HOTEL CANCELLATION POLICY:**

**Embassy Suites RiverCenter:** 48 hours prior to arrival, one nights room and tax.

**Do not contact the hotels directly until after 6/28/2010: they will not have the housing bureau reservations until then.**

**GUEST INFORMATION**

**FOR BEST AVAILABILITY, MAKE YOUR RESERVATION  
VIA INTERNET [WWW.PRIMERATURF.COOP](http://WWW.PRIMERATURF.COOP)**

**Arrival Date** \_\_\_\_\_ **Departure Date** \_\_\_\_\_

First Name \_\_\_\_\_ M.I. \_\_\_\_\_ Last Name \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

If providing international numbers, please include country and city access numbers

Company \_\_\_\_\_

Address \_\_\_\_\_

Address 2 \_\_\_\_\_

City/State/Province \_\_\_\_\_

Zip/Postal Code, Country \_\_\_\_\_

**HOTEL SELECTION**

**Please list choices in order of preference: (Embassy Suites RiverCenter \$139.00 single/double occupancy)**


First \_\_\_\_\_  
*If all requested hotels are unavailable, a reservation will be made at the next available hotel.  
Please indicate criteria for choices:*

Comparable room rate  Proximity to meet site

# of occupants \_\_\_\_\_ # of beds requested \_\_\_\_\_

List all room occupants:

\_\_\_\_\_  
\_\_\_\_\_

 Check here if you have a disability requiring special services  Non smoking room Request (Embassy Only)

Special requests: \_\_\_\_\_

**CREDIT CARD INFORMATION**

\$139/night  American Express  Discover  
 MasterCard  Visa

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Credit Card \_\_\_\_\_

Cardholder's Signature\* \_\_\_\_\_

**\* Necessary to process reservation**

Housing forms must be sent to:  
NKYCVB  
50 E RiverCenter Blvd Suite 200  
Covington, KY 41011  
Attention: Carla Quercioli  
Email: [GroupResv@nkycvb.com](mailto:GroupResv@nkycvb.com)  
Fax: 859-655-4169