





- 9:00 A.M. Welcome, Review, Road Map, and more**
Trevor Crist, CEO; Craig Deluca, President; John Kitonis, VP Software Development; and Brian Forrest, Director of Partner Services
Inntopia's top management welcomes you, reviews Inntopia's road map, introduces the Agile development process, and gives an update on Support and Account Management.
- 10:15 A.M. Networking Coffee Break**
- 10:40 A.M. Market Assessment of the Leisure Travel Trends**
Ralf Garrison, DestiMetrics
The leisure travel industry is significantly impacted by broader market trends and rises and falls with the economic trends and market forces at play.
- 11:20 AM. State of the Snow Sports Industry**
 *Nick Sargent, President, SnowSports Industries America (SLA); Ralf Garrison, DestiMetrics*
Overview of the snow sports industry, and key tourism trends that create threats and opportunities, and affect our ability to do business.
- 12:15 P.M. An Introduction to The Chill Foundation**
Alex Bornstein, Executive Director, The Chill Foundation
The Chill Foundation provides opportunities for underserved youth to build self esteem and life skills through snowboarding and other board sports.
- 12:30 P.M. BBQ Lunch — The Roost**
 Grilled Chicken, Pulled Pork, Pasta Salad, Cole Slaw, Watermelon, Brownies
- 2:00 P.M. Introduction to Central Reservation Association of Destination Resorts (CRADR)**
Bill Tomcich, Stay Aspen Snowmass; Erik Austin, Resort Reservations Whistler
Who we are, what we do and why you should join.
- 2:15 P.M. It's Not Alternative if It's Preferred - Vacation Rental by Owner**
 *Carl G. Shepherd, co-founder, HomeAway, interviewed by Erik Austin, Resort Reservations Whistler*
Discussion on how the rise of HomeAway and Airbnb affects your business. Learn how other Professional Managers are adapting to an industry phenomenon that has completely changed the Vacation Rental industry over the past decade, and will change the hotel industry in the future.
- 3:15 P.M. Afternoon Networking Break**
 Donuts and Vermont Cider

- 3:45 P.M. A Focus on Branding: Players, Partners, and Press and The History of Heady Topper**
 *Donna Carpenter, CEO Burton Snowboards; Jen Kimmich, co-owner The Alchemist Brewery; Dave Amirault; Marketing Director, Snowbird; Halley O'Brien, Interviewer*
Leaders of various successful businesses share their secrets and personal experiences about building and differentiating their brand, capitalizing on quality, the importance of customer engagement, and unconventional business decisions and practices to help build *your* brand.
- 6:30 P.M. Welcome Dinner and Party, Matterhorn, 4969 Mountain Road, Stowe**
Join us for food and drinks, music and fun at the Matterhorn, voted 2016 BEST Après Ski Bar by USA Today.

Morning ~ Simultaneous Tracks

9:05 A.M. INNOvative U - Inntopia's Newest eLearning Tool – *Pinnacle Ballroom*
Patty Weber, Implementation Manager, Inntopia
 An introduction to the future of Inntopia's external training program as an eLearning Solution. Discover the latest tool, soon available to keep agents and users better informed and better trained while decreasing costs and onsite time.

9:05 A.M. Inntopia Responsive Commerce Best Practices – *Summit Ballroom*
John Hearn, Product Owner and Paul Wagner, Scrum Master, Inntopia
 Hear about ways to use Responsive Commerce to dramatically boost overall sales and increase profits. Discuss real-life experiences on how to leverage Stay&Play, Bundling, Dynamic Filtering, Delivery Methods, and Packaging features to improve marketing to consumers.

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**10:05 A.M. The Agile Process – *Pinnacle Ballroom***  
*John Kitonis, VP Software Development, Inntopia*  
 Learn how the Agile development process helps you get better products on time and within budget. The future of Inntopia is now.

**10:05 A.M. The 99%: Marketing to Visitors who Don't Book on the First Look – *Summit Ballroom***  
*Steve Butcher, VickeryHill*  
 Capture more information (and do something with it!) from the vast majority of visitors who don't book on the first pass. Witness real-world examples from the development trenches on how to squeeze more out of your existing visitors by using advanced tag management, enhanced e-commerce, event tracking, and cart abandonment recapture.

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11:00 A.M. Networking Coffee Break



11:15 A.M. Inntopia CRS Best Practices and Enhancements – *Pinnacle Ballroom*
Brian Lyster, Product Owner, Inntopia; Crystal Staggs, Sales System Administrator, Crested Butte Mountain Resort; Jenni Garr, IT Business Specialist, Intravest
 Guests on this panel will share success stories on how their revenue increased by the successful use of Inntopia CRS. Take these best practices home to start using Inntopia CRS, Comparison Tool, and Agentopia to boost your sales, and increase the productivity of your call center.

11:15 A.M. Customize and Optimize Your Point-of-Sale Integration – *Summit Ballroom*
Ned Lucks, CTO, Bluetent
 Create long-term, sustainable growth with actionable strategies to customize your web point-of-sale platform and create a clean, straightforward customer experience designed to drive vacation package sales, increase average order value, and significantly improve your ROI. Ned's insights will support your marketing and revenue optimization programs by demonstrating specific ways to enhance your digital presence.

12:10 P.M. Deli Market Lunch – The Roost
 Soup of the Day, Assorted Sandwiches, Green Salad, Chips, Cookies



Afternoon ~ Simultaneous Tracks

- 1:30 P.M. The Future of Inntopia RMS – Pinnacle Ballroom**
Gibson LaFontaine, Senior Strategic Account Manager, Inntopia
 Learn what's in store for Inntopia RMS. How the new and improved RMS will increase your productivity in managing your products.
- 1:30 P.M. The Five Email Campaigns Every Hotel Should Send in 2016 – Summit Ballroom**
Corey Ryan, Ryan Solutions
 As the email marketing landscape continues to change, so do the opportunities and best practices. Learn about the latest trends, stats, and strategies hotels and destinations are using to make the most of this powerful channel. Learn specific campaigns to send and how to send them, see live examples from top hotel and resort brands, discover how to avoid spam filters to ensure your messages reach the inbox, and get the first look at season-in-review stats.
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- 2:20 P.M. RTP/Inntopia Best Practices – Pinnacle Ballroom**
John Hearn, Product Owner, Inntopia
 Join this workshop designed for RTP Users. Dive into Inntopia's two-way interface with RTP with a look at recent enhancements such as RTP/Liability Waiver Authorization Inventory Pools, and more.
- 2:20 P.M. Engaging Your Customers at Every Stage – Summit Ballroom**
Lisa Israelovitch, Co-founder and CEO, Umapped
 During this interactive session, we will explore opportunities and best practices on engaging and communicating with travelers before, during, and after their trip. We will also discuss the benefits of an interactive mobile itinerary over static email confirmations.
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- 3:15 P.M. Afternoon Networking Break**
Spotlio Vermont Cheese Popcorn with House-Made Seasonal Whoopie Pies
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- 3:45 P.M. Springer-Miller Systems/Inntopia Best Practices – Pinnacle Ballroom**
Carson Foerster, Strategic Account Manager and Brian Campbell, Sr. Product Analyst, Springer-Miller Systems; John Spencer, Senior Architect, and Ashley Fay, Implementation, Inntopia; and Susie Thiele, Senior Manager of Business Process Improvement, Stratton Mountain Resort/Intravest
 Get a deeper look at Inntopia's two-way interface with Springer-Miller Systems during this panel-led discussion to help users, administrators, and agents get the most out of the Inntopia/SMS interface.
- 3:45 P.M. Cart Abandonment Solutions – Summit Ballroom**
Marcy Albert, Business Development Manager, Hospitality Division, Ve Interactive
 Learn about solutions for cart abandonment to strengthen your short- and long-term marketing strategies. Also hear how other partners within the industry are dealing with cart abandonment and maximizing their booking potential using Inntopia.
- 5:15 P.M. Organized Activities: Mt. Bike Ride, Hike, Rock Climbing, Bowling**
 For details and links, visit www.corp.inntopia.com/about-stowe/

- 9:00 A.M. Siriusware/Inntopia Best Practices – Pinnacle Ballroom**
Katie Penfield, System and Implementation Specialist, Siriusware; Holly Baker, Customer Support and Integration Specialist, Inntopia
Get a deeper look at Inntopia’s two-way interface with Siriusware. Hear about recent enhancements and how to maximize features and products such as the Season Pass module, and more.
- 9:00 A.M. Customizing Inntopia Responsive Commerce using jQuery and Bootstrap – Summit Ballroom**
Trevor Crist, CEO and Paul Wagner, Scrum Master, Inntopia; Ned Lucks, CTO, Bluetent
See how Inntopia users are customizing the booking experience using some simple jQuery and Bootstrap hacks. This hands-on session is for marketers who want to get new ideas, as well as jQuery gurus who want to learn how to make it happen.
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- 10:00 A.M. Meet the Inntopia Developers – Pinnacle Ballroom**
Tim Kiehy, Senior Developer; Paul Wagner, Scrum Master; and John Kitonis, VP Software Development
Through the use of flow charts, Inntopia Developers discuss the process, and compare the implications involved in developing new features.
- 10:00 A.M. Triple Online Revenue with Spotlio’s Customized Booking Integration – Summit Ballroom**
Albert Ferrando, Founder Innovation and Technology, and CEO, Spotlio
Discuss and see actual examples of how Spotlio can integrate all of your Inntopia products in a fully-customized booking experience in a simple 2-3 week process. Spotlio’s large set of features simplifies the integration of your booking system into your mobile app or helps you create a new one.
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- 11:00 A.M. Networking Coffee Break**
-  **11:20 A.M. Open Topic: JSON and API – Pinnacle Ballroom**
John Kitonis, VP Software Development, Inntopia; Ned Lucks, CTO, Bluetent; and others to be determined.
Final topics for this session will be decided at User Group General Session.
- 11:20 A.M. Growing Lift and Activity Ticket Yield using Inntopia – Summit Ballroom**
Scott Guyette, Specific Gravity Consultancy
This interactive session is about accomplishing a dynamic pricing model using Inntopia’s Yield View platform. Expect a brief recap of the best dynamic pricing practices, benefits of a dynamic pricing model over static rates and application in the Ski Industry.
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- 12:05 P.M. User Group for all Inntopia Users – Pinnacle Ballroom**
Bruce K. Moss, Gateway Reservations
This breakout session is about how to become a part of a User Group where all Inntopia users can communicate with each other throughout the year, discuss trends, conversions, ask each other questions, share experiences, and offer recommendations.
- 1:00 P.M. Cinco de Mayo Lunch – The Roost –RSVP only**
 Soup, Salad, Taco Station, Churros
- 1 – 5 P.M. Meet your Strategic Account Manager, Inntopia Offices, 782 Mountain Rd., Stowe**
Pre-schedule your appointment and prepare key points for a productive face-to-face, 30-minute meeting with your strategic account manager.



Restaurant Discounts

Cactus Café

Show your badge and receive 10% off all food (excludes alcohol).

Picasso

Show your badge and receive 15% off all food (5/4 only; excludes alcohol).

Sunset Grille & Tap Room

Show your badge and receive a local craft beer tasting flight with any dinner entree or specialty burger.

Sushi Yoshi

\$5 coupon in your goody bag.

The Roost at Topnotch

15% off all Food (excludes alcohol).

Tuesday, May 3rd – Welcome Dinner and Party

Pack your dancing shoes for a fun night at the Matterhorn in Stowe! Dinner will be served from 6:30 pm to 8 pm (only). After dinner, we are opening the doors to welcome friends and family, and dance with *Josh Panda and Some Girls: A Rolling Stone Tribute*.

Free Matterhorn Shuttle: If staying at Topnotch Resort, plan to use their free shuttle, available for our guests 6 pm to 12 am (only). 802-253-6418

Transportation

Uber

Blazer Transportation
802-253-0013

Snowflake Taxi
802-253-7666

Peg's Pick Up
802-253-9490

Jay Way Jitney
802-323-4252

For links to more information about these and other local activities and attractions, visit: corp.inntopia.com/about-stowe/

Staying longer? Have some free time?

Here are some things you might want to do while you're here:

Get Outside – Wednesday

Group Mountain Bike Ride – For Intermediate or Expert Riders Only

About 1.5 Hours – Weather Dependent

Meet at Mansfield Cycle, directly across the street from Topnotch Resort and be ready to start riding at 5:15 pm. Half-price bike rental available.

Call to reserve by 12 noon Wednesday, May 4: 802-253-4531

Group Hike – Beginner – Intermediate

About 1.5 Hours – Weather Dependent

Spruce Peak, Mount Mansfield

Meet in Topnotch front lobby, ready to leave at 5:15 pm.

Indoor Options At your own leisure...

Stowe Bowl

Free shoe rental; food available.

Rock Climbing at Stowe Mountain Resort

1.5 hours; \$30/person; includes equipment

Reserve by 12 noon Tuesday, May 3: 802-760-4682 or pdavis@stowe.com

Stowe Activities

Brewery Tours

Emily's Bridge (haunted)

Vermont Ski Museum

Zeimke Glass Blowing Studio

Stowe Cider

Stowe Recreation Path

Trapp Family Lodge

Waterbury Activities

Ben & Jerry's Ice Cream Factory

Cold Hollow Cider Mill

All Topnotch guests enjoy full pool and fitness center access.