

Survey of Major Yellow Pages Advertisers *

Banquet Rooms/Facilities

Comparative Ad Analysis for _____

Services Offered or Problems Solved:	Banquet Facilities - Meeting Rooms, Private Rooms, Semi-Private Areas, Ballrooms, etc. Catering Service/Planning Luncheons/Breakfasts/Dinners Complete Planning & Arrangements / Packages Capacity - 10 to 1000, etc. On-Site Catering Weddings/Rehearsal Dinners/Receptions/Showers Business Functions/Meetings Buffets/Elegant Social Events Entertainment/Music/Dancing Incentive Events/Fund Raisers Children's Lounge Birthday/Quinceanera/Cotillions Dinner-Theater / Nightclub Modular Floor Plan "Our Caterer or Yours" Electronic Games/Simulators	Anniversary/Retirements Holiday Parties/Reunions Bar/Bat Mitzvah (Kosher) Picnics/Clambakes/Barbecues/Steak Roasts Workshops/Conferences/Seminars School Events/Fashion Shows Hotel Facilities (Details Listed) Indoor & Outdoor Sites Live or DeeJay Music Dances/Concerts – Dance Hall Cocktail Parties/Hors D'Oeuvres Seafood, Chicken, Steaks etc. "Burgers to Continental Cuisine" Sunday/Weekend Brunches Golf Outings/Tournaments Stage/Audio System/AV Equip. Club/Organization Meetings Wedding Packages (Details List)	Trade Shows/Conventions/Charity Galas Theme Parties/Commercial Expos "Intimate Parties or Large Events" Sports Banquets - Bowling, Golf, etc. PHOTO OF ROOM/BUILDING Boat/Yacht Parties/Moonlight Cruises Sports Facilities-Tennis, Pool, Jacuzzi, etc. Showers/Bachelor Parties Videotaping Services Patio/Gazebo/Outdoor Deck/Courtyard Ethnic/Specialty Foods - Mexican, Pastas, Italian, Cajun, French, Chinese, Ribs, etc. Satellite Conference Capability Hospitality Suites/Pavilion Tents Funeral Luncheons Debut/18th Do-It-Yourself Catering SETTING/VIEWS DESCRIBED EMPHASIS ON UNIQUENESS
Confidence Factors:	Years in Business Awards-Mobil Guide, etc. Specialty – Weddings, etc. Profess. Staff / Visits Welcome "Renowned Food & Quality" References (Catering)	Professional Party Coordinator Free and Ample Parking Professional Menu Planning Upscale Rooms/Boardrooms "Excellent Food" / Non-Smoking On-Site Wedding Coordinator	Hotel Affiliation/Testimonials (Published) China, Silver & Linen for All Events Hall Never Shared with Another Group Every Detail Arranged/Personal Attention Air Conditioned/Climate Controlled Food by (Chef) / Large Menu Selection
Convenience Factors:	Days/Hours to Call Ample/Free Parking Location Data/Maps Website/E-Mail Address Phone Estimates	"Complete Convention Facilities" Free Consultation Valet/Validated Parking Credit Cards All Price Ranges Square Footage Given	Toll Free/Fax Number Order Online/Virtual Tour/Menu Online Freeway Access Described/Multi Locations Convenient to Major Roads, Airports, etc. Invitation/Inducement to Visit Website
Special Services or Extras:	Number/Types of Rooms "Individualized Menus" No Corkage Fee Unique Atmosphere (Details) Pool Tables/48" TV Free Live Entertainment Outdoor Ceremony Sites	"New Clean Air System" Outdoor Terrace, Gardens, Amphitheater, etc. Special Packages (Details) Award-Winning Wine Selection Special Menus/Custom Desserts "Our Caterer or Bring Your Own"	Audio/Visual Equip. / Conference Rooms Professional Lighting/Sound System Senior Discounts/Private Dressing Rooms Off-Premise Catering / Marble Dance Floors Cocktail/Piano Lounge/Working Fireplace Foreign Language(s) Crystal Chandeliers/Wine & Cooking School

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<p>Typical Related Headings:</p>	<p>Caterers</p>	<p>Restaurants</p>	<p>Barbecues</p>