



## **Why Stay at the Rosen Centre Hotel for DATT Summit 2022?**

DATT Summit 2022 is returning to the Rosen Centre Hotel for this year's summit as it allows an easy flow for the attendee to visit Keynotes, Learning Lab/Demonstration Hall, Educational Workshop tracks, and networking with other summit attendees. Staying on-site allows you to easily transition between these activities and your hotel room for a quick check-in with the office or to freshen up before an important meeting to discuss more about what you just heard at the event. However, there are other important reasons to stay at the Rosen Centre Hotel for DATT Summit 2022.

The hotel meeting space is secured for usage by DATT Summit in exchange for guarantees of attendees staying at the venue. The hotel rate is discounted for the attendee and other amenities are negotiated to enhance your stay. If DATT Summit does not meet the contracted hotel room obligation, the hotel will receive the contracted money anyway. By not booking at the hotel, this can cost the summit thousands of dollars. These financial penalties can hurt both this year's DATT Summit, but all future DATT Summit's, and may cause an increase in registration prices at future events to cover the loss.

You may ask, "Is there a way to secure meeting space without contracting hotel rooms?" If this option was pursued, there would be no discounted hotel rates for attendees, maybe no hotel rooms at all, the meeting room rentals would be a very high expense, and you may end up staying much further away at a lower quality hotel. And some hotels will not work with events without rooms, so meeting space may not be available at all. If you are reading this, I'm guessing you want a DATT Summit to exist in the future, so meeting space is important!

Hopefully this explained why we are offering the hotel stay registration discount and how it is a win/win for all involved. Please support DATT Summit by booking a hotel room at the Rosen Centre Hotel.