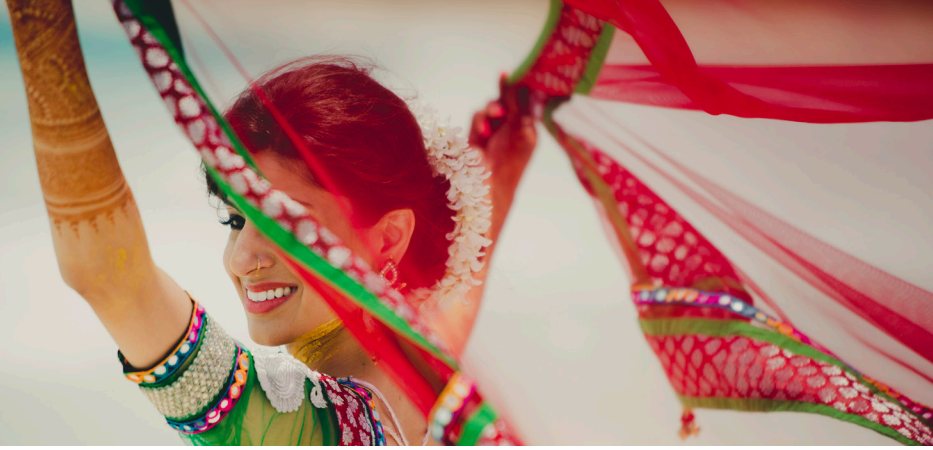


# iWOW SPECIALIST



The all-inclusive Hard Rock Hotels offer an authentic experience that rocks for guests of all ages, making each of our hotels an ideal destination for multi-generational groups like South Asian Wedding groups. Additionally, our hotels offer an unrivaled fun factor that is key to any wedding -- especially a South Asian Wedding which traditionally consists of multiple lively events. We created iWOW to educate travel agents about South Asian Weddings -- our goal was to arm agents with the necessary knowledge and tools to market and sell to this clientele.

South Asian Destination Weddings are a growing market and we want to make sure we cater to each and every segment. We've seen tremendous success with our WOW program and have been able to grow our following amongst our specialists. We know if we are able to properly train the iWOW agents, we will have more advocates selling Hard Rock destination weddings to the South Asian community. Hard Rock is a leading brand in the market with destination South Asian weddings because of the perks and benefits being offered that are customized for South Asian weddings.

iWOW is a program created to assist in closing South Asian clients in destination locations. It will give you an angle into the South Asian market with the knowledge of how to decipher what needs each client will have based on their cultural background, and how to meet them through your services. There are many ways to break into this market, but knowledge and experience will give you a better chance at cultivating and keeping a clientele in this market. The basics are where we begin to give you the understanding of South Asian traditions and cultural differences, as well as a method to prepare a plan of action based on each client you encounter.

#### Requirements to be eligible to participate in the program:

- Be an active certified WOW Specialist
- Sell a minimum of 2 Destination Wedding to any all-inclusive Hard Rock Hotel per year
- Live in an area or have reach to market to South Asian demographic
- Must be approved by Business Development Manager



Once agents have met the requirements, they will be enlisted in the program and receive the following:

- 1 certificate for \$1,000 to be used towards South Asian Ceremony
- Choice of 1 Ishq Rocks car wrap, 1 tradeshow display, 1 window display or 2 car magnets
- iWOW Specialist Booklet
- Access to program logo for use on the agent's website, email signature and marketing collateral
- Customized marketing material:
  - Ishq Rocks Wedding Flyer
  - Ishq Rocks Digital Banner
  - Ishq Rocks Wedding Postcard
  - Emails
- Exclusive Client Benefits
- Exclusive FAM trips
- Listing on the iWOW Specialist section of our Wedding Website



CANCUN . PUNTA CANA  
VALLARTA . RIVIERA MAYA  
COMING SOON: LOS CABOS . RIVIERA CANCUN  
AN ALL-INCLUSIVE EXPERIENCE