



Technology Meets Inspiration

## PSAV Bringing Power to Presentations at The Westin Harbour Castle Hotel Toronto

*As a preferred partner with Starwood Hotels & Resorts, PSAV is forging strong relationships at the property level and adding to bottom line revenues*



Toronto — May 24, 2012 —For [The Westin Harbour Castle Hotel](#) in Toronto, an event-technology partner is a team to rely on for audiovisual, maximizing event messaging and even to support each group's power requirements. This CAA/AAA Four Diamond hotel has found its event technology partner in PSAV® Presentation Services.

[PSAV](#) is the leading supplier of audiovisual services and event technologies to hotels, associations, producers and meeting planners worldwide. The company provides an unparalleled range of event technology and with more than 800 partner locations worldwide. For the last 14 years, PSAV has served as the event technology and rigging partner to The Westin Harbour Castle Hotel, located at 1 Harbour Square. In 2010 the hotel added PSAV's Power Distribution to its list of onsite services.

"PSAV is a preferred supplier and a valued partner of this hotel," said Eric Ashton, Director of Operations, The Westin Harbour Castle. "They embrace the Westin brand and culture, and have become an integrated part of our team. Their level of service and quality of product is superior to all others in the market -- and that includes companies that provide services in house or on a contract basis brought in by our clients."

First and foremost, Ashton said PSAV's ability to quickly react to last minute requirements from event planners and guests is a key reason why having an onsite team is so valuable to The Westin Harbour Castle. PSAV understands the hotel's operations and financial goals, and aligns their services accordingly. For example, he said PSAV works with banquet staff to flip rooms and re-set for next events, helping the property to be proactive with scheduling power requirements.

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"Taking on power requirements has been a great source of additional revenues for our hotel, especially since PSAV is far more diligent about capturing revenue for this service than we were when doing it in-house," Ashton said. "From toasters to power for laptops or tradeshow, they handle all requirements and have done an amazing job."

### **Powerful and Profitable**

Derek Coleman, PSAV National Director of Power Distribution Services, said having professional power setups for clients keeps everything safe, reliable and generates more money for each facility.

"Being an onsite event technology partner that also handles power distributor means being able to respond to power-management needs for events, meeting rooms and tradeshow with ease," Coleman said. "As the on-site technology authority, PSAV is able to ensure that the Westin is prepared for a wide range of client needs, while freeing up the property's engineering staff. We monitor the power consumption of each group to help the hotel bill its customers for only the power they actually use. This leads to greater customer satisfaction, loyalty and repeat business for both PSAV and the facility."



"Working at The Westin Harbour Castle for more than a decade has truly made PSAV a part of the Westin family and the Starwood culture," Coleman added. "We couldn't be more pleased with the relationship."

### **Valuable Insight to 'Site' Inspections**

Another way that PSAV is providing partner value to The Westin Harbour Castle is during the site inspection process. Remaining present whenever prospects come to tour the hotel and discuss their event needs is helping to "close the deal," Ashton said.

Whenever prospective customers visit The Westin Harbour Castle, PSAV sets up a plasma screen in the lobby to showcase the groups logo and photos of their initiatives and how they align with Westin. A PSAV representative tours alongside the hotel Sales Manager to answer any potential AV, rigging or power requirement questions. Well versed in all set-up possibilities, PSAV brings with them an iPad with photos of various set-ups of all meeting space to allow planners to envision what can be done with an empty slate.

"Imagine buying a home that is vacant and being able to see potential set-ups that would work with your own furnishings," Ashton said. "This is the same type scenario, and it has been priceless."

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### **About PSAV® Presentation Services**

PSAV provides the ideas and technology that inspire great meetings. This has made PSAV the leading provider of event technology for meeting planners and producers across the corporate, association, and tradeshow markets. PSAV provides an unparalleled range of event technology to support its customers'



ability to create, collaborate, and communicate. With more than 800 partner locations worldwide, PSAV provides people and resources right where you want to have your meeting. [www.psav.com](http://www.psav.com)

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