

CORPORATE MEETING PLANNER



photo by: Beth Singer

**Best Western
Sterling Inn**

Banquet & Conference Center



34911 Van Dyke Avenue at 15 Mile Road
Sterling Heights, MI 48312
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Welcome to the Best Western Sterling Inn Banquet & Conference Center. Centrally located in Sterling Heights just minutes away from the area's finest attractions and the country's largest technical centers and automotive plants. The facility has been

acknowledged for years as Southeast Michigan's premier venue for conferences, conventions, receptions and luxury accommodations.

The Best Western Sterling Inn Banquet & Conference Center is the favored choice of planners offering a high level

of service, quality meeting facilities, exceptional catering and easy budgeting.

Experienced and novice planners alike depend on the attentive service and consistent quality of the Best Western Sterling Inn Banquet & Conference Center.



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Conference Planning

The expert conference planning team at the Best Western Sterling Inn Banquet & Conference Center understands the importance of your meeting. Whether managing an event for ten or 1,400, each group is provided with the special attention to detail ensuring complete success. Once you have confirmed your event, our professional conference planners go to work assisting you with the following:

- Scheduling appropriate meeting space and set up requirements based on client objectives
- Coordination of our unique meeting packages and additional food or beverage needs
- Arranging for audio-visual equipment
- Reserving hotel accommodations
- Pre and post-conference evaluations

While your meeting is in session, we will assist with photocopying, facsimiles, limited clerical services and other last minute changes or needs you may have.



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Our exclusive conference break station (located in the foyer) simplifies planning and eliminates the need to start and stop your meeting at designated times for refreshment breaks.

Meeting Packages*:

The CEO	Full Day Package with Lunch	7:00 a.m. - 5:00 p.m.
The Executive	Full Day Package without Lunch	7:00 a.m. - 5:00 p.m.
The VP	Half Day Package with Lunch	7:00 a.m. - 12 noon or 1:00 p.m. - 5:00 p.m.
The Temp	Half Day Package without Lunch	7:00 a.m. - 12 noon or 1:00 p.m. - 5:00 p.m.

* All prices subject to 18% taxable service charge and current sales tax. All prices subject to change. Additional room rentals may be added based upon meeting space required and minimum number of packages required. Additional charges will be applied to room rental when extending beyond the times stated above.

Meeting Packages Include:

7:00 a.m. - 4:00 p.m. (Available at break station) Continuous beverage service featuring coffee, decaffeinated coffee, hot and ice tea, hot chocolate, cappuccino, juices and a large selection of fountain sodas.	12:00 noon - 1:00 p.m. (Lunch served in a separate area) An ever changing luncheon buffet of two hot entrees, fresh vegetable, potato or starch, assorted salads, deli meats, cheeses, fresh baked breads and homemade desserts.
7:00 a.m. - 9:00 a.m. (Available at break station) A continental breakfast featuring continuous beverage service, fresh seasonal fruit and our chef's choice of breakfast items such as yogurt, oatmeal, bagels, homemade pastries, croissants and low-fat muffins.	1:00 p.m. - 4:00 p.m. (Available at break station) Afternoon break offering continuous beverage service, a variety of items such as sweet and low-fat treats, candy bars, fresh popped popcorn, potato chips, pretzels and ice cream bars.

Meeting Packages also include one of each of the following audio-visual items upon request:

- 27" Color Television Monitor
- VHS VCR
- Overhead Projector
- Projection Screen
- Podium or Multi-Media Podium
- Microphone (wired or wireless)

Additional audio-visual equipment is available at a nominal charge.



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Facility Features:

- 10,000 Square Foot Main Lobby and Pre-Function Area
- 15,905 Square Foot Grand Ballroom
- Grand Ballroom Divisible into Thirteen Separate Sections
- Ceiling Height 10' to 14'
- Sixteen Meeting Rooms
- Individual Room Lighting Controls and Adjustable Thermostats
- Hot Line Phone in each Room for Assistance
- Pad of Paper, Pen and Ice Water at each Place Setting
- Certified Executive Chef and Certified Pastry Chef
- Conference Break Station
- State-of-the-Art In House Audio-Visual Department
- In-Room Telephone and Modem Outlets
- High Speed Internet Access in Meeting Rooms and Wireless in Hotel Lobby
- Down-Link Satellite Teleconferencing Capabilities
- Easy Load-In Garage Door/Exhibit Entry
- Automobile Display Capabilities
- Ample Complimentary Parking
- Coat Room
- Beautifully Landscaped Outdoor Courtyard
- 100% Standby Electrical Power



Photo By: Howard Kaplan

Every event is orchestrated to the smallest detail and conducted with the finest in personal service. The quality, selection and presentation of the cuisine is unsurpassed in the area. Certified Executive Chef Ray Hollingsworth can design a personalized menu limited only by your imagination.



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246 Guest Rooms and Suites

All rooms feature a premium bedding package with cotton rich linens, 42" flat screen televisions with HBO, Disney Channel,



cable stations and first run Pay-Per-View movies (fifty digital on demand), refrigerators, in-room safes, coffee makers, hair dryers, AM-FM alarm clock radios, individual climate control, touch tone phones with voice mail, free local calls, iron and ironing board, complimentary wireless high speed internet access in all guest rooms, non-smoking and handicap accessible rooms. Jacuzzi rooms and suites available.



Hotel Amenities

24-hour gift shop, 24-hour business center with complimentary high speed internet access, fax and copy services available,

safety deposit boxes, room service, same day valet laundry service, coin operated guest laundry, Michigan's only hotel with 100% stand by electrical power and complimentary parking. Free wireless (802.11G) access is available in the hotel lobby, Water Park and Loon River Café.

Conference Facilities

Seventeen banquet and conference rooms featuring a 10,000 square foot main lobby and pre-function area and 15,905 square foot Grand Ballroom (divisible into thirteen separate sections) accommodating groups up to 1,400 guests, professional sales and catering staff, certified executive chef and in-house pastry chef, state-of-the-art in-house audio-visual department, automobile display capabilities, easy load-in garage door exhibit entry and high speed Internet access in banquet rooms.

Rates

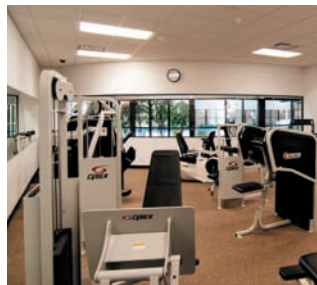
Corporate, senior, group rates, and weekend packages available.



Recreational Facilities

32,000 sq. ft. Indoor Water Park featuring a 5,000 sq. ft.

zero-entry ADA compliant swimming pool with full time lifeguards, 110 ft. waterslide, lazy river, vortex, interactive splash play park designed for small children, two large whirlpools, indoor running track, mens and womens locker rooms with steam rooms, video game arcade and ticket redemption center, 24-hour state-of-the-art fitness center, and poolside snack bar with full bar service.

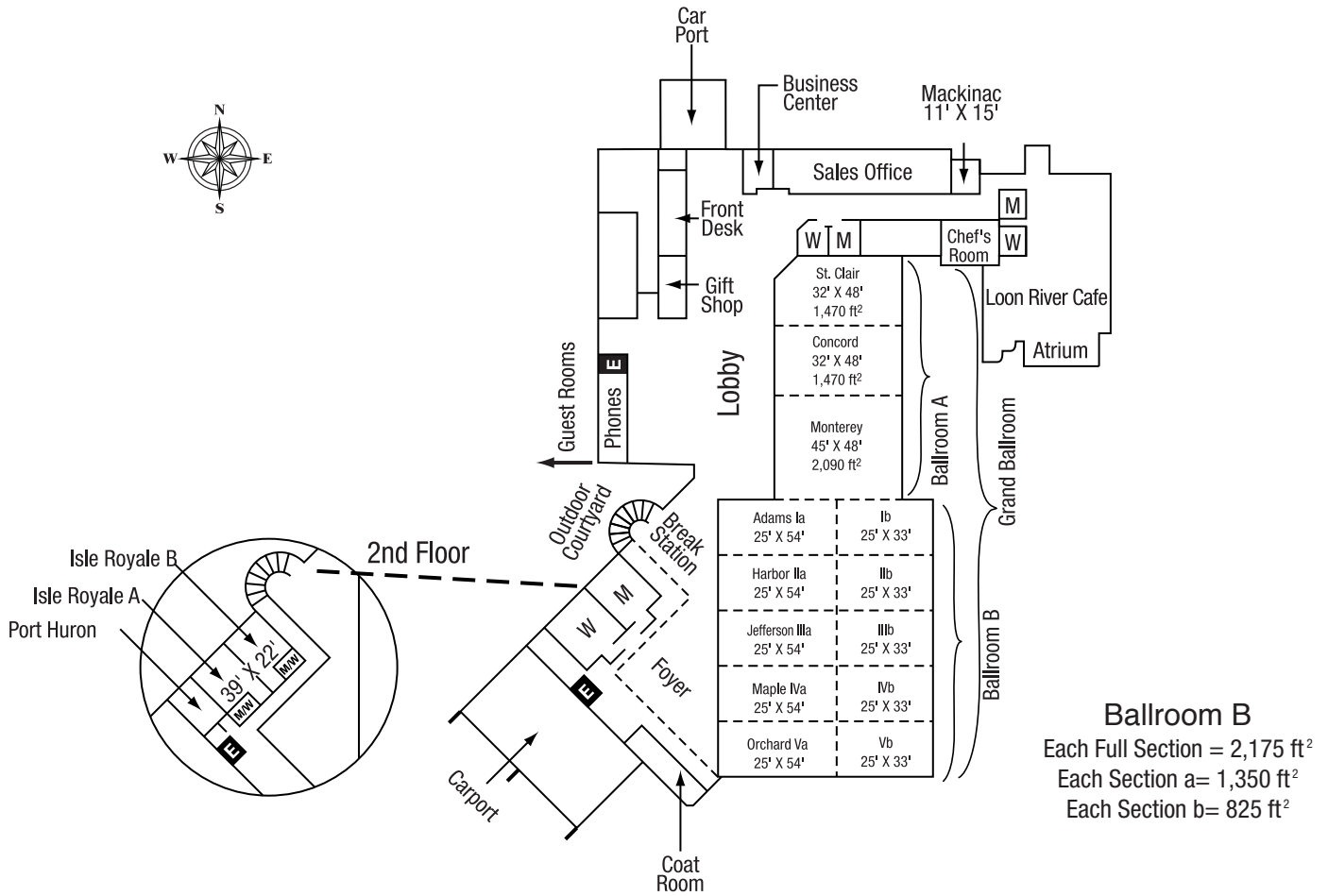


Dining

Our attached restaurant, Loon River Café, has received critical acclaim throughout the Metro Detroit Area. Award-winning Chef Ray Hollingsworth has put together the "best Michigan has to offer" in this North woods lodge like setting is a genuine treat for those seeking a new, affordable dining adventure.

The restaurant is open daily for breakfast, lunch, dinner and Sunday Brunch. Earl's Old World Pizza is available for in-room dining or at the water park snack area.





	Sq. Footage	Theater Style	Classroom Style 4 per 8" Table	Banquet Rounds of 10	U-Shape
Grand Ballroom (Ballrooms A/B Combined)	15,905	2,200	1,076	1,420	
Ballroom A (St. Clair/Concord/Monterey Combined)	5,030	640	304	400	
St. Clair	1,470	140	64	90	32
Concord	1,470	140	64	80	32
Monterey	2,090	200	112	130	48
St. Clair/Concord	2,940	340	160	210	
Concord Monterey	3,560	420	208	280	
Ballroom B <small>I-V combined (Adams-Harbor-Jefferson-Maple-Orchard a & B)</small>	10,875	1,500	756	960	
1 section a & b combined	2,175	260	112	160	
2 sections a & b combined	4,350	550	252	320	
3 sections a & b combined	6,525	900	432	480	
4 sections a & b combined	8,700	1,200	576	720	
1 section a	1,350	150	48	100	40
2 sections a	2,700	350	168	200	52
3 sections a	4,050	580	240	300	
4 sections a	5,400	900	312	450	
5 sections a	6,750	1,200	416	600	
1 section b	825	110	36	40	22
2 sections b	1,650	220	84	120	38
3 sections b	2,475	320	144	180	
4 sections b	3,300	430	204	270	
5 sections b	4,125	550	228	360	
Ballroom B + Monterey	12,965	1,800	884	1,130	
Ballroom B + Concord/Monterey	14,435	2,000	980	1,280	
Isle Royale (A/B Combined)	848	100	48	60	36
Isle Royale A	418	40	16	20	20
Isle Royale B	430	40	16	20	20
Pre-Function Area (Lobby/Foyer)	14,560				

NOTE: The capacities listed are maximum and do not include space required for extensive audio-visual, dance floors, head tables, display tables, etc. please consult with our catering department for a floor plan specific to your requirements.

