

# DL SERVICES, INC. SERVICE AGREEMENT 2019 - 2021

This Service Agreement is made effective as of \_\_\_\_\_ by and between \_\_\_\_\_ and DL Services, Inc. (DBA, Mr. & Mrs. Italy), 825 Malvern Hill, Johns Creek, Georgia, 30022, USA. In this Agreement, the party who is contracting to receive services will be referred to as "Hotel" and the party who will be providing the services will be referred to as "DL Services, Inc."

## About Collaboration

### The Guidebook

Distinguished by its production of stunning visual guides that direct readers to the best luxury accommodations for authentic experiences, food and wine allowing travelers to feel more like locals than tourists. Mr. & Mrs. Italy's guidebook offers a diverse selection of exclusive properties throughout Italy that are more than just places to stay. Whether located in the heart of Rome or in the rolling hills of Tuscany, our handpicked accommodations offer visitors the opportunity to engage firsthand with the people and traditions that make Italy so remarkable.

### Guidebook Inclusion Details:

- Comprehensive two-page spread with customized design containing full details with expertly written review of Hotel.
- Hotels complete contact details for direct bookings
- Stunning photographic images of Hotel highlighting its key and unique features
- Special highlighted 'Fine Points' inclusive of room details, cuisine and important amenities.
- Upon completion of onsite inspection (specified below), review will be updated indicating "What we loved most" while designating Hotel as *Mr. & Mrs. Italy Experienced & Approved*

### Promotional Details:

- Handpicked Italy Guidebook formatted as eBooks is distributed as a free download at [www.mrandmrsitaly.com](http://www.mrandmrsitaly.com) or minimum cost according to rules of distributors; such as Apple iBook's requires eBooks be sold for at least \$0.99.
- EBook version includes direct links to Hotels webpage
- Mr. & Mrs. Italy exhibit booths at USA tradeshows such as *New York Times Travel Show*

## Please note: for inclusion in 2019 Handpicked Italy Spring Guidebook Edition, Deadline January 18, 2019

### The Website

Reveals an ongoing mission to seek out and offer the best luxury accommodations for authentic experiences, food and wine. Spanning two decades of exploration throughout Italy, Mr. & Mrs. Italy has handpicked a collection of select properties truly representing these objectives and goals.

- All Hotel(s) highlighted on website
- Hotel(s) dedicated individualized custom-made page
- Hotel(s) custom-made page complete with expertly written review, beautiful photographic images of Hotel highlighting its key and unique features

### New York Times Travel Show Exhibit Booth

Mr. & Mrs. Italy's yearly participation at the New York Times Travel Show, provides your hotel with exposure at the travel industry's leading destination for direct-to-consumer representation. With the Times' substantial outreach, the show brings together over 32,000 participants looking for premier experiences, from 176 countries. With ample publicity from the New York Times' network, show attendees arrive having researched exhibitors, and they know exactly who we are, what we do, and are excited to start working with us.

### Terms and Conditions

- Hotel must supply at least 25 high-resolution 300 dpi digital resolution photographs in one of the following formats: TIF, JPEG, or EPS, and they must be at least 17.8cm in width. Please include images of restaurants (including wine & cuisine), guest rooms, common areas, exterior, and if applicable pool and/or sea views. DL Services, Inc. reserves the right to final sanction over all content.
- Hotel grants twenty percent (20%) commission calculated on the gross of room, board and supplementary services before VAT taxes: Initially a travel specialist will call Hotels booking department directly to discuss client's reservation needs, determining best solution based upon availability. This will be followed up with a written request from tour-operating desk for said dates. Once confirmation email is sent back from tour-operating desk, reservation department must send proforma inclusive of NET rates, along with hotels credit card authorization form. DL Services, Inc. guarantees full payments with company credit card on behalf of clients. The same credit card is then utilized for payment in full upon guest checkout. Mr. & Mrs. Italy clients only pay for city-tax and extras such as but not limited to minibar, meals, spa treatments or other ancillary services not previously booked.
- DL Services, Inc. property inspection required for certification as *Mr. & Mrs. Italy Experienced & Approved* status; two nights, two double rooms fully hosted, separate from Service Agreement trade payment option below.



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## Reservation Requests

### Methods of Bookings:

- Direct from consumers through USA tradeshow exhibits; non-commissionable
- Direct from consumer through guidebook distribution, social media, podcasts and blog posts; non-commissionable.
- Direct from Mr. & Mrs. Italy's tour operating department; commissionable

### Length of Agreement

Contract begins upon the date of acceptance by both parties and runs continually for two years, unless terminated by DL Services, Inc. pursuant to the Hotel breach of any portion of this agreement.

Default, Termination and Jurisdiction: Either party may terminate this agreement with or without cause given ninety (90) days written notice to the other party. DL Services, Inc. may terminate this agreement given thirty (30) days' notice in the event(s) of: a) default of payment by the Hotel, or b) closure of the Hotel, or c) failure of the Hotel to correct noted deficiencies in the property survey conducted by DL Services, Inc. or its designee, or d) any other material breach of the terms of this Agreement. Jurisdiction for this Agreement shall be within Fulton County, State of Georgia, United States of America.

### Service Agreement Fee

**Please choose only one option** ~ check preferred box:

- Trade: 2 rooms / 2 nights / double occupancy, category at discretion of Hotel(s) – half-board basis, valid for two-year period and based upon Hotel availability; voucher holder may be allocated at discretion of DL Services, Inc. Please indicate any blackout periods \_\_\_\_\_ if room nights are requested during these dates, they will be on a cash basis, otherwise trade room nights are to be applied.

**Or**

- Service Fee: €3500 instead of Trade Agreement: - Payment due in US Dollars based on current exchange rate; non-refundable.

### Bank Transfer Details

Swift Code: BOFAUS3N / Account Number: 334004631552 / Account Name: DL SERVICES, INC.  
Account Address: 825 Malvern Hill, Alpharetta, Georgia 30022 USA / Tel: +770-851-0935

Bank Details: Bank of America  
3310 Old Alabama Road, Alpharetta, Georgia 30022 / Tel: +678-297-0168

Upon receipt of Service Fee or Trade Voucher, Hotel will be invoiced directly by DL Services, Inc. Therefore, kindly provide the following information for Hotel(s) proper account:

Account Business / Corporation Name: \_\_\_\_\_

Account Business Address: \_\_\_\_\_

IN WITNESS WHEREOF the parties have executed this Agreement as of \_\_\_\_\_ (Effective Date")

Hotel(s) Authorized Signature: \_\_\_\_\_ DL Services, Inc., Approval Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
Date: \_\_\_\_\_ Name: Dr. Debra Levinson  
Print Name: \_\_\_\_\_ DL Services, Inc. President  
Title: \_\_\_\_\_  
Company: \_\_\_\_\_

The information contained herein is proprietary and CONFIDENTIAL and may not be copied or disseminated in any fashion without the express prior written consent of DL Services, Inc., Johns Creek, Georgia, USA. 30022

