



Venlo, August 18, 2015

To whom it may concerned,

I am delighted to send this letter of reference on behalf of ESA.

I had the great pleasure to work with ESA's Association Meeting Management division for the Neuromarketing World Forum that our association did in Sao Paulo, Brazil, in March 2013.

ESA was our appointed PCO, interviewing different companies in a site inspection, and meeting with their respective leadership.

From the moment I appointed ESA to the conclusion of the conference, I never once regretted this decision. ESA was constantly on my side of the court, negotiating with their vendors with the utmost concern for my budget and always mindful that our association needed to have a positive return on investment.

ESA's onsite team was great to work with. They were always punctual, energetic, and professional. And it was a wonderful team to work with.

After the Neuromarketing World Forum in Brazil, ESA has always shown itself committed to a lasting relationship with our association, and I would welcome any opportunity to work with them in the future. For more information, feel free to contact me, and I will gladly offer more details.

Kind regards,

A handwritten signature in black ink, appearing to read 'Carla Nagel', written in a cursive style.

Carla Nagel
Executive Director, NMSBA