

16th International Quality Crown Award

B.I.D. - QC100 CONVENTION

L O N D O N 2 0 0 4

November 28th - 29th

B . I . D . B u s i n e s s I n i t i a t i v e D i r e c t i o n s

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Jose E. Prieto

President of Business Initiative Directions
and

Dayle L. Fickling

Vice President of B.I.D.

take great pleasure in informing your company that it has been awarded the

International Quality Crown Award London 2004

GOLD CATEGORY

The Gala Dinner and Awards Ceremony will take place at
the Thistle Tower Convention Hall London, England

THISTLE TOWER HOTEL (St. Katherine's Way, London E1W 1LD)

Date: Monday, November 29th, 2004

Time: 18:30 (6:30 p.m.)

The event will be attended by authorities, members of the diplomatic corps and international businessmen, professionals in economy and the arts, members of the press, and experts in public relations and television.

The B.I.D. award has appeared in previous years on Television and in various media facets on five continents.

Useful information about London and the 16th International Quality Crown Award Convention

Welcome to London:

London, the largest city in United Kingdom, is at the heart of the world's finances with a highly efficient technological infrastructure and an unrivaled as well as varied concentration of expert services. However, London is not just about business and finance since its numerous districts gather galleries, theatres, museums, concert halls, parks, shops and a selection of the most exquisite restaurants in the world, all set within a rich historical setting.

Visas to travel to London, U.K.:

Important: The company representatives who will receive the award in London must apply for a visa in the nearest British Consulate or Embassy as soon as possible. Obtaining a valid visa for travel to England to attend the Convention is the sole responsibility of your company representatives before the British authorities.

If you are the owner, partner or director of your company and have already travelled to other countries abroad, you know the importance of the personal interview with the consulate officer for obtaining a visa.

Videos and photographic sessions (please consult):

Specialized media companies and independent press agencies will cover a variety of different aspects of the convention, which will include attendees and the awards presentation. If your company is interested in obtaining a video cassette covering the most important scenes of your company representative's participation in the ceremony, you must contact B.I.D. before November 19th.

Television:

For those companies who request it before November 19th, an interview for television will be recorded. B.I.D. will assist companies who request it in arrangements for supplying a video press release for broadcasting on the television of their choice. (Consult B.I.D.)

Special B.I.D. office:

In London, during the Convention on the 28th and 29th of November, Business Initiative Directions is pleased to offer a full-service office staff inside the Thistle Tower Hotel in London, from 10 a.m. to 5 p.m. (17:00) to aid you in the Convention registration as well as in your hotel accommodation.

Office Hours (Year Round):

Our office hours from Monday to Friday are from 9 a.m. to 8 p.m. (20:00), (European time). Contact through fax or e-mail can be made at any time of the day or night.

B.I.D. worldwide:

B.I.D. Business Initiative Directions has awarded companies and professionals from 166 countries since 1986. Every year, the mass media broadcasts the news item concerning the Convention to the benefit of award winners and the companies which they represent. B.I.D. organizes events and publishes newspapers, books, magazines and television in English, Spanish, French, Portuguese and Russian. The focus is on company policy in the

areas of quality, national and international commerce, new products, and financial resources in industry and the service sector. B.I.D. clients range from large corporations to companies with a local market.

B.I.D. in the press:

The importance of B.I.D. Business Initiative Directions is growing year by year in the world of business communication, shown by full-page appearances in leading business sector publications. In fact, the newspaper Cinco Dias, publisher of a daily section of the Wall Street Journal, featured three full pages and one double page dedicated to B.I.D. One of the photographs included was of Jose E. Prieto, President and CEO of B.I.D., with Bill Clinton, 42nd President of the United States of America. In addition, the BBC World Service radio station in London has broadcast news about the B.I.D. QC100 in Geneva, and television channels from several countries have interviewed Jose E. Prieto at different B.I.D. International Quality Conventions.

More information on the Internet at <http://www.bid-crown.com>

B.I.D. Business Initiative Directions
General Yagüe, 11 • 28020 MADRID - SPAIN



To confirm attendance:

Send the **REGISTRATION FORM** (see reverse side) to B.I.D. Spain by express mail or by fax: +34 91 556 20 29 - +34 91 555 56 02
E-mail: convention@bid-crown.com - ☎ +34 91 597 33 69