

Chapter 1 Challenge

Customer's Email

To: Conference@KinetEco.com

From: Harold Wandaleere

Subject: Complaint about Early Bird pricing

Hello,

I don't know how you people are doing business over there, but something definitely is not right.

I just sent in my payment (check #1234, dated February 20, 2017) for the Alternative Energy Conference and Expo 2017 in October in Las Vegas. I paid the Early Bird registration fee which is \$695, as you know. But now I get a letter from you, returning my check and telling me that I can't have the Early Bird pricing?

Why do you even advertise the fee if you're not going to accept my payment? Who does business that way?

Harold Wandaleere

Facts

- The Early Bird discount was only available to people who paid online by credit card. This requirement was explained at the conference website and in all marketing materials.
- To receive the Early Bird discount, conference attendees had to pay by February 15, 2017.
- The full registration fee is \$895.
- Conference attendees can book their hotel rooms at a discounted rate of \$150 per night through June 1, 2017. After that date, rooms will be \$225 per night.