

Housing/Hotel Pirate Warning

rev. 2.19.25

As the **2025 Midwest Arts XPO** approaches, exhibitors and attendees could receive unauthorized solicitations from hotels or third-party housing agencies that are not affiliated with MAX.

During MAX 2024, “hotel housing pirates” began their unethical targeting of the Midwest Arts XPO and its attendees. Unfortunately, this practice can be quite prevalent in the group hotel market, especially given the rise in internet bookings in the past 16 years. The agencies carrying out these practices are very difficult to locate or contact in the event of any issues relating to the hotel reservations they book. Many times, guests show up at their hotel but with no reservation confirmed at their hotel of choice, even after paying an advanced deposit.

The WARNING Signs:

- Receiving an email or phone call that is NOT from MAX show management encouraging you to book your hotel reservation.
 - In many cases, the pirates **will have a (702)** Las Vegas area code.
 - **Any communication from @midwestartsexpo.org or @hybridgroupevents.com are BOTH legitimate managers of MAX.**
- Offering the same or lower rate than MAX negotiated room rates. In most cases, the lower rates represent a lower quality hotel room and are typically offered at far less favorable terms than what MAX has negotiated with its hosted hotels.
- Requests from a pirating housing service to obtain your credit card for deposit for your hotel room and/or asking your authorization to charge your card to accommodate a hotel balance.
- An extensive, harsh or unforgiving cancellation policy.
- Little to no contact information on their website and a failure to respond when you attempt to contact them.
- The most targeting from 2024 was from an organization operating under the domain of **@triple-room.com**. Interesting enough, there is no live website tied to this domain.
- **Please be aware.** If you are contacted by any organization OTHER than Midwest Arts XPO or the Hybrid Group Events team, please **do not give them any personal information** and contact MAX show management immediately at info@midwestartsexpo.org.

How to Protect Yourself and MAX from Housing Pirates (3 easy steps!)

1. BE AWARE. Be aware of marketing emails, websites, phone calls or direct mail that are not official MAX communications. The best way to verify an official MAX communication is by making sure MAX's website domain (or its show management partner, Hybrid Group Events) are the predominant web domains referenced on any materials, emails, websites, etc.
2. Always book your hotel reservations via MAX's official housing reservation link midwestartsexpo.org/about/conference/registration/hotel or by contacting the Milwaukee hotel reservation desk directly and referring to the MAX 2025 room block.
3. Never respond to an email, phone call or direct mailing requesting you make a hotel reservation **UNLESS** the request comes directly from [@midwestartsexpo.org](mailto:info@midwestartsexpo.org) or [@hybridgroupevents.com](mailto:info@hybridgroupevents.com)

These warning signs and steps are illustrated to protect both your personal information and MAX and arm you with the tools to have a pleasant and successful attendance at MAX 2025. We thank you for your vigilance to protect MAX and its community of attendees.