



JUNE 25TH & 26TH, 2024 — CHARLOTTE, N.C.
COMMERCIAL STRATEGY CONFERENCE
PARTNERSHIP COMMITMENT FORM

Event Website: [commercial.hsm.ai.org](https://commercial.hsm.ai)

All Tiered Partnerships Include Both Conference Days

PARTNER TIERS	PLATINUM	GOLD	SILVER	BRONZE
YOUR SELECTION	SOLD OUT			
CONFERENCE REGISTRATIONS	5	4	3	2
EXHIBIT DISPLAY PROVIDED BY HSMAI	FULLY CUSTOMIZED (CLICK TO VIEW)	CUSTOMIZED (CLICK TO VIEW)	BRANDED WITH LOLLIPOP SIGNAGE (CLICK TO VIEW)	BRANDED (CLICK TO VIEW)
PROMOTIONAL VIDEO PLAYED DURING GENERAL SESSION	1 MINUTE VIDEO PLAYED BOTH DAYS	1 MINUTE VIDEO PLAYED ONE DAY	✗	✗
OPTION TO PROVIDE ITEM TO ATTENDEES	✓	✓	✗	✗
PRE OR POST CONFERENCE E-BLAST TO ATTENDEES	✓	✓	✗	✗
RECOGNITION IN SELECT HSMAI PRESS RELEASES	✓	✓	✗	✗
COST	\$27,500	\$19,500	\$15,000	\$10,000

ALL PARTNERS RECEIVE THE BELOW BENEFITS

- Option to add A La Carte Activations for additional price (Page 2)
- Wi-Fi & Electric Included at Exhibit Displays
- Pre & Post Event Registration Lists (No Email Addresses)
- Logo & Company Profile in Conference App
- Option to share educational content with attendees
- Logo recognition in conference marketing
- On-Site Recognition as a Partner

Return Completed Commitment Form to Mark Primuth at [mark.primuth@hsm.ai.org](mailto:mark.primuth@hsm.ai)

Questions? Please reach out to our HSMai Partnership Team:
 President/CEO [Bob Gilbert](#) or Partnership Manager [Mark Primuth](#)

À La Carte Partnership Opportunities



Contact the HSMAI team for further information regarding A La Carte Options

- Professional Awards Partner (2 available) - \$2,500
- Reception or Lunch Partner (1 available) - \$7,500
- Conference Wi-Fi Partner (1 available) - \$2,500
- Conference App Partner (1 available) - \$2,500
- Hydration Station Partner - \$2,500 **SOLD OUT**
- Headshot Photo Booth Partner - \$5,000 **SOLD OUT**

- General Session Supporter (3 available) - \$12,500
- Breakfast Partner (2 available) - \$3,000
- Charging Station Partner (1 available) - \$2,500
- Afternoon Break Partner - \$3,000
- Conference Lanyard Partner - \$2,500 **SOLD OUT**
- Conference Bag Partner (1 available) - \$5,000

Co-Located HSMAI Events

- **Executive Roundtable Events - \$4,500-\$12,500 (Click Here to Learn More)**
 - HSMAI Executive Roundtables are networks of like-minded senior hotel leaders that meet periodically at face-to-face and virtual forums. On Average, each by-invitation-only roundtables hosts 15-20 senior executives responsible for sales, marketing, and revenue optimization from leading hotel brands, management companies and ownership groups.
 - As a partner, share and discuss unique insights to the group through a 20-minute presentation during the roundtable event
- **Contact Center Summit - \$3,000-\$5,000 (Click Here to Learn More)**
 - The HSMAI Contact Center Special Interest Group (formerly known as IARE) aims to unite contact center leaders and executives encountering comparable obstacles to facilitate networking, benchmarking, and industry education.
 - Attendees at this event consist of contact center executives from airlines, car rentals, cruise lines, riverboats, individual hotels, tour operators, visitor bureaus, digital travel sites, destinations, theme parks, and those that serve these industries.
- **Rising Leader Council Annual Meetings - \$1,000-\$2,500 (Click Here to Learn More)**
 - Our Leaders Councils specialize in their respective fields of Sales, Marketing, and Revenue Optimization. In conjunction with the council's respective conference, Rising Leaders meet in-person once a year to connect with peers for candid, relevant, and actionable conversations
- **CHDM Review Course - \$2,500 (1 Available) & CRME Review Course - \$2,500 SOLD OUT**
 - Support professionals seeking their professional digital marketing or revenue management certification by sponsoring the respective review course held the day prior to the conference. Benefits include: Verbal Welcome,
- **Partner Insights \$3,500 SOLD OUT**
 - Opportunity to host an educational session during the conference to provide industry insights

PARTNER COMMITMENT

Partnership Items/Tiers Selected Above: _____

Total Partnership Cost of Selected Items/Tiers: _____

Other Notes: _____

Signature Signifies Your Partner Commitment: _____ Date: _____

CONTACT INFORMATION

Name: _____

Title: _____

Company: _____

Billing Address: _____

City,State,ZIP: _____

Phone: _____

Email: _____

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Questions? Please reach out to our HSMAI Partnership Team:

President/CEO [Bob Gilbert](#) or Partnership Manager [Mark Primuth](#)

CANCELLATION & PAYMENT POLICY

Authorized signature signifies commitment to pay for service as stipulated herein. An invoice will be created and shared upon receipt of the commitment form. All requests are final. Full payment must be made in U.S. dollars drawn on a U.S. bank and received by HSMAI in order for company to receive benefits and recognition. HSMAI reserves the right to resell and/or reassign sponsorship(s) at sole discretion for reservations that are not paid in full 60-business days prior to the event date.