



2024 HSM AI Contact Center Special Interest Group Details and Partnership Opportunities

The HSM AI 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. This objective is achieved through hosting interactive and industry-specific in-person and virtual events, as well as offering insightful thought leadership. Subscribing members include prominent and boutique brands in the hospitality and travel sectors, focusing on reservations, service, social media, loyalty programs, and guest experiences for teams of all sizes.

Contact Center Special Interest Group - Engagement Throughout Year

Three Virtual
Meetings

Annual In-Person Event
(Contact Center Summit)

Educational Weekly
Newsletter



2024 HSM AI Contact Center Summit Charlotte Convention Center, Charlotte, NC – 8a-4p June 27, 2024 Co-Located with the Commercial Strategy Conference

Attendee Profile

BASED ON 2023 ATTENDANCE

Positions/Titles:

Director of Operations, Director of Reservations, Operations Service Manager, Assistant Director of Guest Services, Director of Call Center Services, etc.

Companies/Organizations:

Accor Hotels, BWH Hotel Group, DAISIA Consulting, Hershey, Hyatt Hotels, ICT Solutions, Loews Hotels & Co., Outrigger Hotels, Red Roof, Telus International, and more

Estimated Attendees: 40

Education/Programming

Event Schedule/Agenda

The day will include presentations, networking, actionable conversations, and interactive activities.

The conference program is carefully selected by our steering committee to concentrate on the most relevant topics, best practices, and fresh insights in the industry.

Speaking Positions

Paid speaking positions are not available. The steering committee is responsible for curating all content. For further details, please reach out to us.

Return Completed Commitment Form to Mark Primuth at mark.primuth@hsm.ai

Questions? Please reach out to our HSM AI Team:

Partnership Manager [Mark Primuth](mailto:Mark.Primuth@hsm.ai) or Program Manager [Renee Blessing](mailto:Renee.Blessing@hsm.ai)

HSMAI Contact Center Special Interest Group: Partnership Opportunities

YEAR-ROUND PARTNER

BENEFITS PROVIDED ON A CALENDAR YEAR BASIS (JAN 1-DEC 31)

Year-Round Benefits

- Logo Recognition on Contact Center SIG website Home Page
- Logo Recognition on all Contact Center SIG Member marketing communications
- Two E-Blasts to Contact Center SIG Members

Three Virtual Meetings (Held Throughout Year)

- Logo Recognition at start & end of each event
- Logo recognition in all marketing of these events
- Invitation to join these events.

Contact Center Summit

- Two registrations to the Contact Center Summit (Valued at \$1,250/per registration)
- Exhibit Table (Two chairs and a tablecloth provided)
- Pre & Post Event Registration Lists (No Email Addresses)
- Logo recognition in event website and digital marketing
- On-Site Recognition as a Partner

TOTAL COST: \$5,000

CONTACT CENTER SUMMIT ONLY - PARTNER

- Two registrations to the Contact Center Summit (Valued at \$1,250/per registration)
- Exhibit Table (Two chairs and a tablecloth provided)
- Pre & Post Event Registration Lists (No Email Addresses)
- Logo recognition in event website and digital marketing
- On-Site Recognition as a Partner

TOTAL COST: \$3,000

CONTACT CENTER SUMMIT- PARTNER ADD ONS

MUST BE A CONTACT CENTER SUMMIT PARTNER TO PURCHASE ADD-ONS

Reception Sponsor

- Provide Item to Attendees
- Logo recognition on-site and in event marketing

TOTAL COST: \$1,500
(2 AVAILABLE)

Lunch Sponsor

- Logo recognition in event program and marketing
- On-Site Recognition

TOTAL COST: \$1,000
(2 AVAILABLE)

Break Sponsor

- Logo recognition in event program and marketing
- On-Site Recognition

TOTAL COST: \$600
(2 AVAILABLE)

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Questions? Please reach out to our HSM AI Team:

Partnership Manager [Mark Primuth](#) or Program Manager [Renee Blessing](#).



HSMAl Contact Center Special Interest Group: HSMAl Membership Details

HSMAl partnership packages do not include membership. It comes at an extra cost, but provides advantages and discounts on event attendance fees.

Membership is not required to attend or partner at our events



Members have access to....

- Participation in your local HSMAl chapter
- Weekly Insights eNewsletter
- Online member directory
- Conference session videos
- Best practices and case studies
- Special event pricing
- Certification discounts
- Publications at member rates
- Other benefits based on selected level*

*Applies to Organizational Membership Only

Learn from your peers and customers by listening to alternate views on key topics facing our industry. Get involved in your local chapter and make an impact!

ORGANIZATIONAL MEMBERSHIP

Be recognized as an HSMAl advocate and industry thought leader! Join over 70 companies and universities as we explore the issues that face our industry today, and help to shape the future. Packages available for 10 to over 100 members!

Packages start at \$15,000.

MULTIPLE MEMBERSHIP

Enroll your team of 10 or more and enjoy discounted bulk rates. Join in on chapter events and learn from other member perspectives.

Packages start at \$3,100.

INDIVIDUAL MEMBERSHIP

Join as an individual member and receive discounts on chapter events, national events, certifications, publications, and more!

Membership is \$395 per person.

Return Completed Commitment Form to Mark Primuth at mark.primuth@hsmal.org

Questions? Please reach out to our HSMAl Team:

Partnership Manager [Mark Primuth](#) or Program Manager [Renee Blessing](#)



HSMAI Co-Located Events with Contact Center Summit:



2024 HSMAI Commercial Strategy Conference Charlotte Convention Center, Charlotte, NC – June 25-26 2024

Event Website: commercial.hsmai.org

Event Details

HSMAI's Commercial Strategy Conference – the evolution of HSMAI's Marketing Strategy Conference and HSMAI ROC – reflects the convergence of marketing, revenue optimization, sales, and other commercial functions into new and evolving commercial strategy organizations inside many hotel companies.

The conference – and pre- and post-conference workshops, trainings, and roundtables – will prepare you to lead the way as you anticipate and respond to headwinds, identify new opportunities, better align your sales, marketing, and revenue optimization efforts, adapt to the ever-changing landscape, and drive profit throughout the customer journey.

For more than 20 years, HSMAI has been bringing industry professionals together for marketing, revenue optimization, and sales conferences, leading the way for education, insights, connections, and inspiration in these dynamic fields with events created by industry leaders, for industry leaders.

Registration Rates

(Contact Center Summit not included)

MEMBERSHIP STATUS	CATEGORY	THROUGH MAY 29	MAY 30 – ONSITE
HSMAI MEMBERS	Hoteliers¹ Full Conference 1 day (Tuesday OR Wednesday)	\$1275 \$850	\$1580 \$1055
	Partners² Full Conference 1 day (Tuesday OR Wednesday)	\$1495 \$1025	\$1700 \$1235
	Faculty or Students³ Full Conference 1 day (Tuesday OR Wednesday)	\$638 \$425	\$638 \$425
NON-MEMBERS ⁴	Hoteliers¹ Full Conference 1 day (Tuesday OR Wednesday)	\$1790 \$1210	\$2095 \$1420
	Partners² Full Conference 1 day (Tuesday OR Wednesday)	\$2020 \$1390	\$2335 \$1600

Return Completed Commitment Form to Mark Primuth at mark.primuth@hsmai.org

Questions? Please reach out to our HSMAI Team:

Partnership Manager [Mark Primuth](#) or Program Manager [Renee Blessing](#)



Contact Center Special Interest Group: Partnership Commitment Form

Partnership Opportunities

____ Year-Round Contact Center SIG Partner - \$5,000

____ Contact Center Summit Partner Only - \$3,000

Contact Center Summit - Partner Add-Ons

Must be a year-long partner or contact center only partner to purchase add-ons

____ Reception Sponsor (2 available) - \$1,500

____ Lunch Sponsor (2 available) - \$1,000

____ Break Sponsor (2 available) - \$600

HSMAl Individual Memberships

QTY HSMAl Membership - \$395/per individual

____ Membership is for 365 days from time of purchase; contact us for 10+ memberships

Additional Contact Center Summit Registrations

If you wish to register additional attendees above your partnership's complimentary allotment, select the below options:

QTY *EARLY BIRD PRICING APPLIES THROUGH MAY 29

QTY

____ \$750 - Member Partner Early Bird

____ \$1,100 - Non-Member Partner Early Bird

Commercial Strategy Week Conference Registrations

If you would like to add the Commercial Strategy Conference Registration to your order, select the below options. Additional partnership opportunities for this event can be viewed here: commercial.hsmal.org

QTY *EARLY BIRD PRICING APPLIES THROUGH MAY 29

QTY

____ \$1,025 - 1-Day Member Partner

____ \$1,495 - Full Conf. Member Partner

____ \$1,390 - 1-Day Non-Member

____ \$2,020 - Full Conf. Non-Member Partner

Partnership Commitment

Partnership Items Selected Above: _____

Total Cost of Selected Items: _____

Other Notes: _____

Signature Signifies Your Partner Commitment: _____ Date: _____

Contact Information

Name: _____

Title: _____

Company: _____

Billing Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

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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 HSMAl in order for company to receive benefits and recognition. HSMAl 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.