

PARTNER TIERS	PLATINUM 6 SPOTS AVAILABLE	GOLD 6 SPOTS AVAILABLE	SILVER	BRONZE
<b>YOUR SELECTION</b>				
COMPLIMENTARY CONFERENCE REGISTRATIONS	5	4	3	2
EXHIBIT BOOTH DISPLAY PROVIDED BY HSMAI	FULLY CUSTOMIZED ( <a href="#">CLICK TO VIEW</a> )	CUSTOMIZED ( <a href="#">CLICK TO VIEW</a> )	BRANDED WITH LOLLIPOP SIGNAGE ( <a href="#">CLICK TO VIEW</a> )	BRANDED ( <a href="#">CLICK TO VIEW</a> )
LOGO RECOGNITION IN CONFERENCE MARKETING + ON-SITE SIGNAGE	✓	✓	✓	NAME RECOGNITION ONLY
1 MINUTE PROMO VIDEO PLAYED DURING CONFERENCE <small>*Time slot reserved upon receipt of payment*</small>	VIDEO PLAYED DURING A GENERAL SESSION	VIDEO PLAYED ONCE DURING CONCURRENT BREAKOUT SESSIONS	✗	✗
OPTION TO PROVIDE BRANDED ITEM TO ATTENDEES	PLACED ON GENERAL SESSION TABLES	DISTRIBUTED NEAR REGISTRATION DESK	✗	✗
PRE OR POST CONFERENCE E-BLAST TO ATTENDEES <small>*Send Date reserved upon receipt of payment*</small>	✓	✗	✗	✗
RECOGNITION IN SELECT HSMAI PRESS RELEASES	✓	✗	✗	✗
<b>INVESTMENT</b>	<b>\$30,000</b>	<b>\$20,000</b>	<b>\$15,000</b>	<b>\$10,000</b>

[CLICK TO VIEW THE 2024 ATTENDEE LIST](#)

[CLICK TO VIEW PHOTOS FROM THE 2024 CONFERENCE](#)

**ALL PARTNERS RECEIVE THESE BENEFITS**

- Discounted Rates for Additional Registrations ([click to view registration pricing](#))
- Wi-Fi at Exhibit Booth
- Pre- & Post-Event Registration Lists (No Email Addresses)
  - Physical copy of attendee list provided on-site (includes email addresses)
- Logo & Company Profile in Conference App
- Option to Share Educational Content with Attendees
- Recognition in Conference Marketing and Website
- On-Site Recognition as a Partner

For questions or to submit a completed commitment form, email Mat at [mat.havrilla@hsmmai.org](mailto:mat.havrilla@hsmmai.org).

## Partnership Add-On Opportunities \*Must Be Tiered Partner\*



Have an idea which you think would go great at our conference?

Let us know and we can collaborate on making it a reality!

- Pre- or Post- Conference E-Blast (Limited Availability) - \$2,500
- Conference App Partner (1 available) - \$2,500
- Hydration Station Partner (1 available) - \$2,500
- Coffee Station Partner (1 available) - \$2,500
- Headshot Photo Booth Partner (1 available) - \$5,000
- Conference App Push Notification (2 available) - \$1,500
- VIP Awards Breakfast Partner (2 available) - \$3,000
- Conference Lanyard Partner (1 available) - \$2,500

## Pre-Conference Sessions - Monday, June 16 \*Must Be Tiered Partner\*

### Partner Insights \$4,000 (2 Available)

- o Opportunity to host 3 educational sessions between 1:30-4:30pm on the day before the the conference to provide industry insights.
- o HSMIAI will provide the convention center meeting room, basic A/V set-up, promote the sessions on our conference website, and include them in the registration process.
- o Educational session content and speaker(s) must be approved by HSMIAI staff.

### Certification Review Courses - CHDM, CRME, CHSL - \$2,500 (1 Available Per Certification)

- o Support professionals seeking their professional digital marketing, revenue management, or sales certification by sponsoring the respective review course held the day prior to the conference.
- o Benefits include: One Representative to Attend Course, Verbal Welcome to Course Attendees, Logo Recognition in On-Site and Digital Marketing of Respective Course

## Co-Located HSMIAI Events

- **Executive Roundtables - \$4,500-\$12,500 (Click Here to Learn More)**
  - o Below are the Roundtable peer groups connecting during the Commercial Strategy Conference Week:
    - Digital Executives, Distribution Executives, Revenue Executives, Ownership Group Executives
  - o Roundtables are half-day, invitation only events for qualified senior hotel leaders in their respective disciplines.
  - o On average, each by-invitation-only roundtable hosts 15-20 senior executives responsible for sales, marketing, and/or revenue optimization from leading hotel brands, management companies, and ownership groups.
  - o Benefits include: 20-minute presentation, 2 representatives to attend social functions and portion of the closed-door meeting
- **Rising Leader Council Annual Meetings - \$1,000-\$2,500 (Click Here to Learn More)**
  - o Our Leaders Councils specialize in their respective fields of Sales, Marketing, and Revenue Optimization. The Rising Leaders meet in-person to connect with peers for candid, relevant, and actionable conversations.

## PARTNER COMMITMENT

Partnership Tiers and Add-Ons Selected: \_\_\_\_\_

Total Cost of Selected Partnership Items: \_\_\_\_\_

Other Notes/Waitlist: \_\_\_\_\_

Signature Signifies Your Partner Commitment: \_\_\_\_\_ Date: \_\_\_\_\_

## CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City, State, ZIP/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

For questions or to submit a completed commitment form, email Mat at [mat.havrilla@hsmiai.org](mailto:mat.havrilla@hsmiai.org).

### \*CANCELLATION & PAYMENT POLICY

The authorized signature constitutes a binding commitment to remit payment for the services outlined herein. Upon receipt of the executed commitment form, an invoice will be issued. All commitments are final and non-refundable. Payment must be made in full in U.S. dollars, drawn on a U.S. financial institution, and received by HSMIAI to ensure entitlement to the associated benefits and recognition. HSMIAI reserves the exclusive right to resell or reassign sponsorship(s) at its sole discretion if payment in full is not received within 60 business days prior to the event date.