



Hospitality Sales & Marketing
Association International

CHSC CERTIFICATION APPLICATION

APPLICATION FEES

For HSMIAI Member Candidates: A non-refundable fee of **\$75.00 USD** will be payable with the filing of the application. HSMIAI member candidates who meet the criteria for certification will be charged an exam fee of **\$295.00 USD**. For each re-examination, a non-refundable fee of \$40.00 USD will be assessed.

For Non-HSMIAI Candidates: A non-refundable fee of **\$100.00 USD** will be payable with the filing of the application. Candidates who meet the criteria for certification will be charged an exam fee of **\$395.00 USD**. For each re-examination, a non-refundable fee of **\$40.00 USD** will be assessed.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Facsimile _____

Chapter (if HSMIAI member)

State below exam date/site you are applying for: _____

Office Use Only:
ID# _____
Approval Sent _____
Requirements not met and sent notification _____
Payment received _____

For comprehensive application process and requirement information, please refer to the certification brochure.

Application requirements include the achievement of 50 with minimum points in each category as follows:

1. Professional Experience

Minimum of 5 points

Candidates must have attained a MINIMUM of two (2) years of verifiable experience in the hospitality industry.

A listing of the candidate's sales-related experience in the hospitality industry must accompany the application. The name of the property or company, position or title, name and title of immediate supervisor or manager, and the applicable year(s) or period of time must be included. Sales-related experience may include holding positions such as, but not limited to, Vice President or Director of Marketing, Sales, Sales Manager, Sales Representative, Convention Service Manager, Account Executive; and, operational executive positions such as Managing Director and General Manager.

Length of Time	Points
2-5 Years	5
Additional Years	1 Point Per Year

1. Employment Experience (Minimum of 5 Points)

Job Title	Employer	Years	Points

(Attach a separate sheet for additional employment experience and a letter from employer/supervisor including job description and employment verification.)

2. Association Service

Minimum of 10 pts

Type of Service	Points
Member of HSMIAI Executive Committee or Board	10
President of an HSMIAI Chapter	10
Other Officer or Director of an HSMIAI Chapter (per year)	5
-HSMIAI Chapter Committee Member (per year)	2
-HSMIAI Special Interest Group Committee or Advisory Board	2
-President of a chartered HSMIAI Student Club (per year)	2
Officer or Committee Chair of another hospitality industry association (per year)	1

2. Type of Service (Minimum of 1 Point)	Date s of Service	Points

3. Education

Minimum of 20 pts

College/University Coursework	Points
Post-graduate Hospitality or Business Administration degree (e.g. MA, MBA, MS, Ph.D.) from an accredited college or university	30
Post-graduate non-hospitality/business administration degree (e.g. MS, MFA) from an accredited college or university	20
Four-Year Hospitality Administration degree from an accredited college or university	40
Four-Year "non industry" degree from an accredited college or university	30
Two-Year Hospitality Administration or Business Administration degree from an accredited college or university	20
Two-Year "non industry" degree from an accredited college or university	10
Each college-level sales course successfully completed, including courses in sales-promotion, personal selling skills and tourism	1

3a. College/University Coursework (Minimum of 20 Points)

Coursework	Name of University/College	Year(s)	Points

HSMIAI University & Non-Academic Coursework

	Points
Completion of HSMIAI University "Sales Essentials" 2-day course	12
Completion of HSMIAI University seminar or workshop – public venue, private label or online (Each ½ day session)	3
Attendance at an HSMIAI Chapter Educational Program (upon approval of program content by HSMIAI) or Webinar	
Each 60 minute session	1
Each ½ day session	2
Completion of an HSMIAI University Webinar or net conference	1
Completion of a non-HSMIAI sales/marketing seminar/workshop – Each ½ day session	1

3b. HSMIAI University & Non-Academic Coursework

Coursework	Length of Session	Points

ADDITIONAL CREDITS: 5 points each may be awarded, irrespective of the points accumulated in any of the previous three categories, to those applicants who have achieved certification in certain other related disciplines within the hospitality industry (eg: CHA - Certified Hotel Administrator and CMP - Certified Meeting Professional).

EXAMINATION COMPONENT: The examination component of the certification consists of an on-line written examination. Following verification and approval of the pre-qualification point schedule, HSMIAI will notify the candidate of their permission to take the on-line examination. The application form, the application fee, and the pre-qualification point schedule should be submitted to:

HSMIAI University
 c/o HSMIAI
 1760 Old Meadow Road, #500
 McLean, VA 22102
 or Email to: hsmiau@hsmia.org