



## **Maximizing Your ROI via Digital Marketing and Distribution for 2009 & Beyond**

**Monday, December 7, 2009 (co-located with [HEDNA 2009 Winter Meeting](#)) • 12 pm – 5:00  
The Wynn Las Vegas, Nevada**

In these challenging economic times, the opportunities for growing your business via digital marketing, distribution, and eCommerce remain an area of opportunity with strategies and tactics at your disposal to book business, capture demand, create value, and engage customers. This workshop will include five modules to cover strategies and tactics you can implement immediately and plan for the future; ideas for how you can organize your team(s) to handle this whether your business is a Brand, CVB, DMO, Management Company, or Property Ownership Group; and, several up and coming ideas that are worthy of consideration for your 2010 needs.

As a new white paper from HSMIAI's Travel Internet Marketing Special Interest Group explains, "Not only are consumers overwhelmingly choosing the Internet as their source for travel information, but the Web often provides the most cost-effective solutions for travel marketers. By mounting an ROI-centric online marketing strategy, fueled by industry best practices, travel suppliers can successfully boost revenues despite a dire economic landscape."

### **Issues addressed in the conference will include the following, each to be illustrated by case studies:**

- What is Digital? What is eCommerce? What does it all mean for our industry in 2010 and beyond?
- Blocking and Tackling in Digital – OTAs, SEM, SEO, Online Marketing (non-Social Media)
- How to use Social Media? What is it all about? What can you do with Social Media? Who are the players that might matter?
- The Up and Comers You Need to Know About
- Distribution, Marketing, Sales, Revenue Management, and Digital – Putting it all together

Presented by David Atkins, the incoming chair of the HSMIAI Americas board of directors, and Principal, Digital DNA Infusion - Your Digital Experts Network, David's experience, insights, and energetic delivery will surely engage the audience. See below for a brief bio.

**Take Away:** This workshop will help you set up the appropriate strategies and tactics to ensure that you maximize your return in CRM, Digital Marketing, Distribution, eCommerce and Revenue Management programs. You will leave this program with tactics you can deploy right away as well as key thoughts for your 2010 and beyond business planning.

**Attendee profile:** It is anticipated that most attendees will be individuals in positions responsible for the implementation and management of digital marketing strategies from hotel brands, hotel management companies, hotel ownership groups, destinations, and independent hotels and resorts.

Attendance for this half-day event is anticipated to be between 50-75 people.

**Speaker Bio:** As Principal of Digital DNA Infusion - Your Digital Experts Network, and incoming Chair of the HSMIAI Americas Board of Directors, David has a deep passion for all things digital. His significant experience, on and offline, has including working with industry-leading companies such as ABC, American Express, CBS, Citysearch, Disney, eBay, Google, Hilton, Hyatt, Marriott, Monster, MSN, NBC/Universal, Outrigger Hotels, Ticketmaster, Starwood, and Yahoo.

David was a founding shareholder at Expedia, serving as Vice President of Business Development of Expedia, Inc., where he oversaw cross company initiatives, distribution relationships, the media businesses, and search engine marketing. David was a key executive on the Expedia Brand team, helping drive unique online and offline brand programs including brand extensions, PR and promotions. After his time at Expedia, he served as the Senior Vice President of Revenue for Freedom Interactive where he was responsible for recruiting and managing the revenue generation, strategy, product, advertising, business development and operation teams that served 200+ digital assets. He was a VP and GM at Interval International, a part of the InterActive Corp family of brands. David also helped found, lead and launch LiveItUp.com, and has more than 10 years involvement with franchise, business and real estate development with such companies as McDonald's, Chevron and Wal-Mart.

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## **Partnership Opportunities**

### ***HSMAI's Digital Marketing and Distribution Workshop***

#### **Luncheon Sponsorship –**

**Partnership Fee = \$5,000 (*exclusive opportunity*)**

- ❖ Registration for three (3) company representatives
- ❖ Opportunity to verbally address the crowd with a 3-5 minute introduction of your company's products and services
- ❖ Opportunity to have one of your case studies integrated into the program and presented by a representative of your firm – e.g., problem presented to your company and solution provided to the client as a topic of discussion for the conference. Your company highlighted as a true “thought leader”
- ❖ Pre- and post-event registration lists (electronic format, excluding emails)
- ❖ Recognition in pre- and post-event marketing including: Print and e-mail marketing; Press releases; Logo in conference program handout with company description; Exposure on the Internet Marketing Strategy Conference homepage
- ❖ Banner ad in four (4) issues of the Travel Internet Marketing eNewsletter

#### **Conference Partner Sponsorship –**

**Partnership Fee = \$2,500 (*maximum of 4 partners*)**

- ❖ Registration for two (2) company representatives
- ❖ Opportunity to have one of your case studies integrated into the program and presented by a representative of your firm – e.g., problem presented to your company and solution provided to the client as a topic of discussion for the conference. Your company highlighted as a true “thought leader”
- ❖ Pre- and post-event registration lists (electronic format, excluding emails)
- ❖ Recognition in pre- and post-event marketing including: Print and e-mail marketing; Press releases; Logo in conference program book with company description; Exposure on the Internet Marketing Strategy Conference homepage
- ❖ Banner ad in two (2) issues of the Travel Internet Marketing eNewsletter

#### **Special Opportunity for Post-TIM SIG Advisory Board Breakfast –**

**Partnership Fee = \$2,500 *exclusive* / \$1,500 *co-partnership***

- ❖ A select opportunity is available to host the HSMAI Travel Internet Marketing Advisory Board Breakfast on Tuesday, December 8 in conjunction with the meeting. An up-to-date roster of advisory board members is available online at [www.travelinternetmarketing.org](http://www.travelinternetmarketing.org). Benefits include 2-3 minute welcome and invitation to the hosted function. Note: Advisory Boards functions are otherwise closed meetings. Please inquire with HSMAI – all options are sold on a first come, first served basis as exclusive (\$2,500) or with a maximum of two partners (\$1,500 each).

## PARTNERSHIP COMMITMENT FORM

Please fax to Lesa Faris at 703-506-3266 and call to confirm receipt.  
**DIGITAL MARKETING & DISTRIBUTION WORKSHOP**  
**December 7, 2009, Las Vegas, NV**

- Exclusive Opening Luncheon Sponsor \_\_\_\_\_ \$5,000  
 Conference Partner Sponsor \_\_\_\_\_ \$2,500  
 Additional Event Partner Registration \_\_\_\_\_ \$295 (\$375 for non-members)  
 SIG Advisory Board Breakfast Sponsor \_\_\_\_\_ \$2,500 (exclusive) /\$1,500 each (max of 2 partners)  
\*Advisory Board VIP Breakfast is Tuesday, December 8, following the conference.

### Primary Partner Contact Information:

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

- Please register me for the conference. I will be attending.  
 I will not be attending the conference, please register my colleague below for our complimentary registration.

### Conference Registrants (if other than Primary Partner Contact):

Name: \_\_\_\_\_ Title: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State ZIP: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

### Payment Information:

My check (made payable to HSMAl) is enclosed: q Yes q No Check # \_\_\_\_\_  
Please charge the amount of \$ \_\_\_\_\_ to my:  American Express  Visa  MasterCard  Diner's Club  
Card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
Name: \_\_\_\_\_ Signature: \_\_\_\_\_

**Cancellation & Payment Policy:** Authorized signature signifies commitment to pay for all opportunities as stipulated herein. All requests are final. Full payment must be received in order to receive benefits and recognition. HSMAl reserves the right to resell and/or reassign sponsorship(s) at its sole discretion for reservations that are not paid in full 60-business days prior to the show date and/or advertising deadline. Payment must be made in U.S. dollars drawn on a U.S. bank.

**Contact:** Lesa Faris, CMP, HSMAl Director of Development, if you have any questions. Email: lfaris@hsmal.org; Direct dial: 703-506-3271; Mailing Address: 1760 Old Meadow Rd, Suite 500, McLean, VA 22102.