



2010 - 2011 EXECUTIVE BRIEF



HSMAI — AT A GLANCE

MISSION: To be the leading source for sales and marketing information, knowledge, business development, and networking for professionals in tourism, travel, and hospitality.

SCOPE: HSMAI is the largest professional society in the world for sales and marketing professionals representing all segments of the hospitality industry. Having a broad scope of member types from a variety of industry sectors, HSMAI has nearly 7,000 members in four global regions: the Americas, Europe, Asia Pacific and the Middle East. There are 40 geographic chapters and 5 Special Interest Groups (SIGs) in the Americas Region.

FOCUS: HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading business resource to **fuel sales, inspire marketing** and **optimize revenue** for hospitality sales and marketing professionals.

CLIENT CONNECTION: HSMAI creates direct client connections with partners by providing hospitality professionals with the tools, insights and expertise that fuel sales, inspire marketing, and optimize revenue. Partners have access to HSMAI members including,

- Nearly 4,000 members from the Americas Region and more than 10,000 industry professionals who are consumers of HSMAI products & services
- Nearly half of members are directly employed by hotels and resorts or represent brands, management companies and ownership groups
- Membership includes executive level decision-makers and buyers
- 63% of members are practitioners in sales, marketing, revenue management and related disciplines
- Represent all segments of hospitality, travel, and tourism

SPECIAL INTEREST GROUPS (SIGs): Complimenting the work of HSMAI chapters throughout the Americas, SIGs connect our members—and your prospective clients—having common interests and needs within sales, marketing and revenue management disciplines.

- Each SIG offers face-to-face education and/or networking opportunities, online communities, electronic newsletters, and special publications and resources all of which can leverage targeted positioning opportunities within:
 - Hotel Director of Sales and Marketing
 - Resort Marketing
 - Revenue Management
 - Travel Internet Marketing
 - Sales and Marketing Faculty



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CORPORATE ENGAGEMENT OPPORTUNITIES

1. Affordable Meetings®

OPPORTUNITY: Engage in HSMAI's Affordable Meetings®, the ideal forum where planners, properties and suppliers come together to do business.

AT A GLANCE:

- **Content:** Facilities and suppliers meet face-to-face with more than 3,000 qualified buyers.
- **Attendees:** 97% of attendees are decision makers or significant influencers.
- **Package Benefits:** An event-specific partnership prospectus is available for the Affordable Meetings® portfolio. Contact J. Spargo & Associates, Inc. at 703-631-6200 or via email at affordablemeetings@jspargo.com to request an Affordable Meetings® Partnership Prospectus which outlines all partnership levels and benefits.

SUMMARY: HSMAI's Affordable Meetings® is a main attraction for meeting and event planners to find outstanding education and discover knowledgeable suppliers who are determined to help produce valuable meetings and assist with purchasing decisions. Exhibitors represent hotels and resorts, university conference centers, unique meeting sites, convention and visitor bureaus, transportation companies, trade publications, software and audio/visual businesses, and other meeting and convention suppliers. Added in 2008, the Event Technology Expo (ETE) is a show within Affordable Meetings that features demonstrations from various technology companies who serve the meetings industry.



2. Adrian Awards Competition and Gala

OPPORTUNITY: Benefactors are one of four select partners positioned at this industry premier gala. Benefactor Partners have the distinguished honor of presenting an exclusive “specialty” award on stage and having a premium placed VIP table for 10. Other levels of partnerships exist which offer opportunities for company positioning.

AT A GLANCE:

- **Content:** HSMAI’s Adrian Awards Gala is the pinnacle event to recognize inspiring best practices in sales and marketing for the hospitality industry. This multifaceted-event celebrates lifetime achievement, the “Top 25 Most Extraordinary Minds in Sales and Marketing,” award-winning approaches to advertising, public relations, and digital marketing, and the teams that make it all happen.
- **Attendees:** Over 1,300 competition entries and nearly 1,000 Gala attendees including senior marketing executives representing more than 100 travel brands and over 20 destinations as well as advertising firms, PR agencies and leading travel industry media.
- **Package Benefits:** An event-specific partnership prospectus is available for the Adrian Awards Competition & Gala. Click [2010 Adrian Awards Partnership Prospectus](#) or contact Tara Miller, HSMAI Partnership Coordinator at 703-506-3274 or tmiller@hsmmai.org to request an Adrian Awards Partnership Prospectus which outlines all partnership levels and benefits.

SUMMARY: The Adrian Awards is the largest competition of its kind in the world recognizing best practices in travel industry advertising, public relations, and digital marketing. With over 1,300 entries from over 50 countries, an online judging process of over 200 sales and marketing professionals selects gold, silver, and bronze winners. All gold winners are reviewed by an esteemed panel of judges to identify platinum winners from which a “Best of Show” winner in each of the three areas is identified. The culmination of the competition is a black tie awards gala held annually in New York.



3. Travel Internet Marketing Strategy Conference

OPPORTUNITY: Be positioned as a leading industry partner in promotion and onsite at the key industry event for sales, marketing and ecommerce executives.

AT A GLANCE:

- **Content:** The Travel Internet Marketing Strategy Conference is an anticipated industry event providing insight and discussions about the evolving medium of internet and digital marketing.
- **Attendance:** Individuals who are in corporate or regional positions dedicated to internet marketing, distribution management and ecommerce
- **Reach:** Targeted marketing directed to 1,000 travel internet marketing special interest group members, 6,000 prospective and past attendees
- **Length:** 1-day strategy conference

SUMMARY: Since 2003, HSMAI has been producing interactive Strategy Conferences focused on disciplines important to our members. Over 80 percent of the attendees are individuals in positions fully dedicated to ecommerce and distribution management from hotel brands, hotel management companies, hotel ownership groups, destinations, and independent hotels and resorts. The program includes scheduled networking time with a dedicated area for partner table top displays.



4. Resort Business Summit and Best Practices

OPPORTUNITY: A unique opportunity to gain exposure with an influential audience driving decisions regarding operations and marketing strategy.

At a Glance:

- **Content:** The Resort Business Summit is a not-to-miss event for resort sales and marketing professionals which addresses current issues and challenges, summarizes the implications, and provides solutions and strategies for the future.
- **Attendance:** Between 80 and 120 resort marketing and sales professionals with direct responsibility for marketing, sales and revenue optimization
- **Reach:** Targeted marketing directed to 1,000 resort marketing special interest group members, 6,000 prospective and past attendees
- **Length:** 1-day strategy conference

Summary: In response to the changing needs of HSMAI's resort members, HSMAI and the Resort Marketing Advisory Board have created the HSMAI Resort Business Summit. Participants learn about the latest trends and best practices in this sector – from the industry experts behind resources such as the Meeting Mean Business Communications Toolkit and the Resort Best Practices Initiative. The program includes scheduled networking time with a dedicated area for partner table top displays.



5. Revenue Management Strategy Conference

OPPORTUNITY: Be positioned as a key industry partner in promotion and onsite at the leading industry event for revenue management professionals.

AT A GLANCE:

- **Content:** HSMAI's Revenue Management Strategy Conference, held just prior to HITEC, is brought to you by the thought leaders at the forefront of the hospitality industry. Participants learn about the latest trends and best practices in the revenue management disciplines. The conference addresses the issues and challenges that professionals are facing, summarizes the implications, and provides solutions and strategies for immediate use.
- **Attendance:** Similar events have attracted over 200 attendees, most of whom are senior or regional hospitality professionals with direct responsibility for Revenue Optimization and Pricing
- **Reach:** Targeted marketing directed to 1,500 revenue management special interest group members, 6,000 prospective and past attendees
- **Length:** 1-day strategy conference co-located with HITEC in June

SUMMARY: Since 2003, HSMAI has been producing interactive Strategy Conferences focused on disciplines important to our members. Over 80 percent of the attendees are individuals in positions fully dedicated to ecommerce and distribution management from hotel brands, hotel management companies, hotel ownership groups, destinations, and independent hotels and resorts. The 2010 conference attracted representation from 36 hotel brands and 50 management companies and ownership groups. The program includes scheduled networking time with a dedicated area for partner table top displays.



6. Executive Roundtables — CMO, CRO and Hotel Management Company

OPPORTUNITY: Select companies can be positioned in front of these executive audiences during a lunch program.

AT A GLANCE:

- **Content:** By invitation only, peer-to-peer forums and roundtable discussions for senior executives including Chief Marketing Officers, Chief Revenue Officers, and Senior Vice Presidents of Sales and Marketing. Agendas vary and are dependent on current trends, hot topics, and business intelligence.
- **Attendance:** 15-20 C-level executives from hotel brands, management companies and ownership groups in the disciplines of sales, marketing and revenue management
- **Reach:** Roundtable hosts have the opportunity to present at the lunch program and engage with the executives in attendance. Sponsors are also included in the onsite guide with a welcome letter, company description, representative biography, logo placements, and may be featured in post-event takeaways such as articles and/or white papers
- **Length:** 1-day meeting

SUMMARY: These roundtable discussions engage executive peer groups in sales, marketing, and revenue management. There is no cost for invited executives who are members of HSMAI to participate in these intimate forums. The agenda for Roundtables include facilitated discussion on the top issues impacting companies and executives personally, in addition to the challenges being faced in the industry. Issues, solutions and case studies are reviewed, and this format truly provides a non-competitive environment where senior executives talk about their successes and challenges, and learn from other thought leaders.



7. White Paper and Webinar

OPPORTUNITY: Benefit from thought-leadership positioning through these educational resources that are recognized for communicating leading issues to your current stakeholder community.

AT A GLANCE:

- **Content:** Developed to be mutually valuable for partners and readers/viewers, the white paper and webinar combination creates thought-leadership positioning for a company specializing in a niche discipline. Content is developed jointly and may be shared and co-branded for repurpose and reuse in coordination with HSMIAI University. An opportunity will be given to include a case study, testimonial, and/or value statement which describes company's experience with the topic and knowledge as an industry leader.
- **Viewership:** White Paper, average of 300 downloads | Webinar, 100-250 participants per program
- **Reach:** Marketing directed to 4,000 members and 6,000 consumers of HSMIAI programs
- **Length:** White Paper, up to five pages | Webinar, 60-90 minutes
- **Archive:** Permanently hosted on HSMIAI's website for free download

SUMMARY: To continue to provide industry resources that fuel sales, inspire marketing, and optimize revenue, HSMIAI and HSMIAI University partner with industry subject leaders for feature publications and webinars. Content may be shared and co-branded for repurpose and reuse in coordination with HSMIAI. An opportunity is given to include a case study, a testimonial, and/or value statement which describes partner's experience with the topic and knowledge as an industry leader. The paper will be available on the HSMIAI website and will be free for anyone to download.

To supplement the White Papers, a webinar is produced and marketed to HSMIAI members as well as non-members—over 8,000 contacts in the hospitality, travel and tourism industry and to select groups. With an average of 6 viewers per portal, viewership ranges from 100 – 250 people per session extending a partner's marketing message far beyond the typical classroom. Every aspect of the content and support material included in the HSMIAI University program is specifically designed to meet the needs of our constituents and communicate your message.



8. Industry Excellence Scholarship

OPPORTUNITY: Be positioned as an industry leader by providing a premium educational opportunity to a deserving individual in a current or prospective client company. Benefit from PR efforts and onsite recognition, in addition to the goodwill generated by the “Call for Nomination” process. Scholarships are customizable and can be discipline-specific.

SUMMARY: A sample revenue management scholarship for qualified professionals includes:

- Registration to the Revenue Management Strategy Conference
- Airfare & Hotel Accommodations for the Revenue Management Strategy Conference
- All certification materials (coverage of application, study guide and exam fees) for the Certified Revenue Management Executive Designation—see certification details below.

CRME: The Hospitality Sales and Marketing Association International (HSMAI) University has developed a prestigious certification in revenue management -- the CRME. Individuals working in revenue management in the hospitality industry, if they meet the minimum qualifications, can take an online examination offering them a chance to confirm their knowledge, experience, and capabilities in their field. The CRME designation is recognition that a person is:

- A professional in the field of revenue management and clearly conversant with its intricacies and importance
- Competent to develop an infrastructure to support revenue management within the framework of an organization
- Able to maximize revenue opportunities and optimize profits by managing revenue;
- Capable of making informed decisions to accept or reject pieces of business to meet overall organizational goals
- Proficient at the art and science of revenue management



9. Marketing Review—Best Practices Column and Advertisements

OPPORTUNITY:

- a) Have the opportunity to byline an approved guest column feature, best practices or a case study in a two-page spread for sales, marketing and revenue management professionals
- b) Place a targeted single-page color advertisement in the exclusive HSMIAI member publication

AT A GLANCE:

- **Content:** The *Marketing Review* is an award-winning, member publication. New, by demand from our readers, HSMIAI's *Marketing Review* highlights Best Practices columns, where we ask our key suppliers to share stories from the field. Partners can receive a column to be paired with an ad for a two-page spread or a single-page targeted advertisement in the *Marketing Review*.
- **Readership:** Membership plus average pass-along rate of 5—approximately 20,000
- **Page Count:** 40 pages
- **Archive:** Permanently hosted on HSMIAI's website and available for download and reference

SUMMARY: Consistently rated as the top benefit by HSMIAI members, *Marketing Review* eMagazine is the only one of its kind in the world featuring content relevant to sales and marketing professionals in hospitality, travel, and tourism. Content also includes outstanding personal interviews with industry leaders and intriguing articles by industry professionals about cutting edge issues facing practitioners of sales and marketing. Global electronic circulation includes all HSMIAI members, nearly 4,000, with an additional benefit from the pass-along readership of up to five times the distribution. Positioning opportunities exist with placements of targeted advertisements and best practices column inserts throughout the *Marketing Review* eMagazine.

10. Advertising and Digital Marketing

OPPORTUNITY: Create awareness and communicate your corporate message with targeted and quantifiable placements in HSMIAI publications, websites, eNewsletters, and more

SUMMARY: Review the [Media Kit](#) for a list of all advertising and digital marketing opportunities.





11. Foundation Scholarship Donor

OPPORTUNITY: Companies can support the future of the industry by becoming a scholarship donor or creating a distinguished scholarship opportunity through the HSMIAI Foundation.

SUMMARY: A student scholarship program is administered by the HSMIAI Foundation and gifts to the fund are awarded to deserving students in hospitality, hotel, and travel management programs at universities all over the world. The call for applications begins in February, with a June deadline, and a July determination of recipients.

12. Corporate Research Partner

OPPORTUNITY: A company can position itself as a thought-leader by becoming a corporate research partner for comprehensive, industry-related knowledge used by global audiences.

SUMMARY: The business model of the HSMIAI Foundation depends on the support of industry corporations to cooperatively commission research that supports the sales and marketing discipline in hospitality, travel and tourism.

13. Foundation Special Reports & Publishing Partnerships

OPPORTUNITY: A company can position itself as a subject expert by becoming a publishing partner for targeted research that introduces and/or explores industry trends.

SUMMARY: In partnership with the HSMIAI Special Interest Groups (SIGs), the HSMIAI Foundation serves as the educational and publishing arm of HSMIAI. The HSMIAI Foundation's research publications have included [Demystifying Distribution 2.0](#), [The Travel Marketer's Guide to Social Media and Social Networks](#), and the newest publication [The Evolving Dynamics of Revenue Management: A Comprehensive Revenue Optimization Road Map for Hotel Owners, Operators and Practitioners](#).



14. Americas Board Meetings

OPPORTUNITY: Select opportunities are available to host an Americas Board social function – usually lunch or dinner – in conjunction with these meetings.

AMERICAS BOARD AT A GLANCE:

- The [HSMIAI Americas Board of Directors](#) has 20 members. The composition is reflective of HSMIAI membership and includes executives from multiple hospitality and travel industry brands and companies.

SUMMARY: The Americas Board holds two to four meetings per year. Partner benefits include 2-3 minute welcome and invitation to the hosted function. It is important to note that Americas Board Meetings are otherwise closed functions. All options are sold on a first come, first served basis as exclusive or with a maximum of two partners.

15. Foundation Board Meetings

OPPORTUNITY: Select opportunities are available to host a Foundation Board social function – usually lunch or dinner – in conjunction with these meetings.



FOUNDATION BOARD AT A GLANCE:

- The [HSMIAI Foundation Board of Trustees](#) has 18 members. The composition includes sales and marketing executives from corporate research partners and other representatives from the membership. Most corporate research partners are progressive-thinking hotel brands and leading research companies.

SUMMARY: Partner benefits include 2-3 minute welcome and invitation to the hosted function. It is important to note that Foundation Board Meetings are otherwise closed functions. All options are sold on a first come, first served basis as exclusive or with a maximum of two partners.



16. Special Interest Group Leadership

OPPORTUNITY: Select opportunities are available to host a Special Interest Group Advisory Board social function – usually lunch or dinner – in conjunction with an annual retreat or their strategy conference.

SIGS AT A GLANCE:

- **Hotel Director of Sales and Marketing:** Founded in 2005, the HDOSM SIG provides information, leadership development, and a variety of other resources specifically relevant to hotel directors of sales and marketing, to sales staff who aspire to one day be directors of sales and marketing, and to other industry professionals interested in developments within hotel sales.
- **Resort Marketing:** Formed in 2004, the Resort Marketing SIG is advancing the resort sales and marketing discipline and the professional development of its members.
- **Revenue Management:** Formed in 2000, the Revenue Management SIG is advancing the Revenue Management discipline by being its leading source for education, best practices exchange, thought leadership and networking for revenue management professionals, other sales and marketing professionals, and senior management in the hospitality industry.
- **Travel Internet Marketing:** Formed in 2003, the Travel Internet Marketing SIG is connecting travel marketers in a way that leverages interactive customer engagement as a marketing medium while increasing the awareness of emerging issues, opportunities and trends.
- **Sales and Marketing Faculty:** Founded in 2005, the Sales & Marketing Faculty SIG develops resources and opportunities for educators so that they may advance sales and marketing as a profession in hospitality, travel, and tourism.

SUMMARY: Each of HSMAI's five SIGs has an annual planning meeting with its Advisory Board in preparation for the following year's events. Partner benefits include 2-3 minute welcome and invitation to the hosted function. It is important to note that SIG Advisory Boards are otherwise closed meetings. All options are sold on a first come, first served basis as exclusive or with a maximum of two partners.



17. Chapter Leadership Conference

OPPORTUNITY: Be positioned as a supporter of volunteer leadership development at a unique gathering of HSMAI chapter leaders. This opportunity offers brand recognition for company engagement in chapter leadership and programs.

AT A GLANCE:

- **Content:** The annual HSMAI Leadership Conference is a meeting of the local chapter leaders and collegiate chapters. Partners can support leadership development for local chapter and collegiate volunteers by aligning with HSMAI for this annual program.
- **Attendance:** 100 - 130 HSMAI local and collegiate chapter leaders, in addition to several members of the HSMAI Americas Board
- **Length:** 2-day leadership conference

SUMMARY: Volunteer leaders are the lifeblood of any association. Each year HSMAI extends an invitation to chapter leaders to join us for a special meeting hosted by HSMAI to say a very sincere thank you to our chapter leadership in the Americas region. HSMAI leads outreach to former chapter presidents, to new chapter presidents, and to second year chapter presidents for subject matter recommendations for the conference covering a mix of 50% business issues, and 50% association issues.

18. HSMAI Global & Chapter Opportunities

OPPORTUNITY: Connect to HSMAI's global and local network by partnering with other regions and chapters for various events, programs and initiatives that attract your current and prospective clients

AT A GLANCE:

- **Global Board Meeting** — Representatives of HSMAI's three global regions comprise the Global Board which meets annually
- **Asia Pacific Region Members & Events** — Headquartered in Singapore, the Asia Pacific Region hosts multiple events annually
- **European Region Members & Events** — Headquartered in Oslo, the European Region is comprised of multiple national chapters in Europe
- **Middle East Region Development** — There is one chapter chartered in the UAE
- **Americas Chapters** — Engage at the market level through various Americas Chapter events.

