



## HSMIAI Partnership Opportunities for 2009-2010 *Connecting you to the right people!*




The mission of HSMIAI is to be the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. HSMIAI has a broad scope of member types from a variety of industry sectors. We have nearly 7,000 members in four global regions: the Americas, Europe, Asia Pacific and the Middle East.

In the Americas Region we have 40 geographic chapters and 5 special interest groups of our members. A wide variety of positioning opportunities exist for organizations and companies who desire to have impressions made with attendees at HSMIAI programs and events and readers of HSMIAI materials. A summary of those opportunities are included in the outline below.



HSMIAI can coordinate and customize a partnership plan specific to your company’s objectives and desired target audience. To begin a dialogue and receive a proposal targeted to your needs contact Lesa Faris, CMP, Director of Development at HSMIAI at 703-506-3271 or via email at [lfaris@hsmiai.org](mailto:lfaris@hsmiai.org).

Category	Executive Brief	2009-2010 Plan and Dates
<b>Membership:</b>		
Multiple memberships from your company	<p>HSMIAI is an individual member professional society. For organizations that desire to enroll multiple individuals into membership, volume discounts and special benefits apply for central coordination of membership.</p> <p>Membership in HSMIAI also includes chapter membership. Members can opt in to any of the five <a href="#">special interest groups</a> at no additional fee.</p>	<p>Individual membership is <b>\$350</b> per person. Each additional member at the same address is <b>\$225</b> per person for up to ten (10) individuals.</p> <p>For more than ten individuals at any address, corporate volume pricing is available upon request.</p>
Chapters	<p>HSMIAI chapters exist in multiple countries and key markets. To reach members in a single target market you can contact the chapter directly or for a partnership program in multiple markets—our headquarters staff can work with you to design one that fits your objectives.</p>	<p>Click here for a <a href="#">Chapter Directory</a>.</p>


HSMAI Awards & Recognition Programs:		
<p>Adrian Awards Competition &amp; Gala  <a href="http://www.adrianawards.com">www.adrianawards.com</a></p>	<p>The Adrian Awards is the largest competition of its kind in the world recognizing best practices in travel industry advertising, public relations, and web marketing. With over 1,300 entries from over 50 countries, an online judging process by 180 volunteers rate gold, silver, and bronze winners.</p> <p>All gold winners are reviewed by a select 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 with an average attendance of 1,000 executives from travel brands and companies, the agency community, and media.</p> <p><b>Gala attendees</b> are 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. The Gala audience embodies every segment of the travel industry including hotels, CVBs, airlines, cruise lines, and car rental companies.</p>	<p>The 2009 call for entries begin <b>July 15</b> and concludes in September 15. Judging will take place in Sept/Oct 2009.</p> <p>Award recipients will be announced at the 53rd Annual Awards Gala on February 1, 2010.</p> <p><b>53rd Adrian Awards Reception &amp; Gala Dinner (5:30 –9:30 pm):</b>  February 1, 2010 Marriott Marquis, New York, NY</p> <p>Call <a href="mailto:Lesa.Faris@hsmai.org">Lesa Faris</a> at 703-506-3271 for partnership opportunities.</p>
<p>Top 25 Most Extraordinary Minds in Sales &amp; Marketing  <a href="http://www.hsmaishop25.com">www.hsmaishop25.com</a></p>	<p>Started in 2004, this program recognizes outstanding achievements of individuals in hospitality, travel, and tourism. The recipients are recognized with plaques at a VIP event in New York, on stage at the Adrian Awards Gala, and in a feature article in the HSMAI <i>Marketing Review</i> magazine.</p> <p>Invitations are extended to all past winners. Anticipated attendance is 65-75 people. The 2009 Most Extraordinary Minds in Sales &amp; Marketing will be recognized at the 2010 event.</p>	<p>The call for nominations for the 2009 recipients will begin in August 2009.</p> <p><b>Top 25 Private Reception (4:30 pm):</b>  February 1, 2010, Marriott Marquis, New York, NY</p>
<p>Adrian Awards  <a href="http://www.adrianawards.com">www.adrianawards.com</a></p>	<p>Reach the Adrian’s audience by advertising in the onsite commemorative program book. The Adrian Awards embrace every segment of the travel industry including hotels, airlines, cruise lines, car rental companies, destinations and credit card companies—the biggest names in the industry will be represented at the event.</p>	<p><b>Reservation Deadline:</b> Mon., Nov 30, 2009</p> <p>Call <a href="mailto:Lesa.Faris@hsmai.org">Lesa Faris</a> at 703-506-3271 to place your order.</p>

HSMIAI University:		
<p>Webinars  <a href="http://www.hsmiaiversity.org">www.hsmiaiversity.org</a></p> 	<p>Approximately 40-45 webinars are produced annually on a wide variety of topics of interest to HSMIAI members as well as non-members. Depending on the subject matter, they are marketed widely to over 8,000 contacts in the hospitality, travel and tourism industry or to select groups.</p> <p>Individual portals - computer log-ins - are purchased by participants. Frequently, one portal will reach multiple webinar attendees. Portal registration typically ranges from 40 – 100; however, HSMIAI has had up to 115 total viewing sites for one webinar. With an average of 6 viewers per portal, viewership ranges from 240 – 600 people per session extending your marketing message far beyond the typical classroom.</p> <p>Programs are aligned with HSMIAI’s Special Interest Groups (SIGs) to offer specialized content to support business needs in revenue management, Internet marketing, hotel directors of sales and marketing, and resort marketing. Every aspect of the content and support material included in the HSMIAI University program has been specifically designed to meet the needs of our constituents.</p>	<p>Webinars and/or webinar series that occurred in 2008 &amp; 2009:</p> <ul style="list-style-type: none"> <li>• Customer Leading Voice series</li> <li>• View from the Top series</li> <li>• Resort Best Practices</li> <li>• Internet Marketing</li> <li>• Revenue Management</li> <li>• HDOSM series on market segments trends and sales &amp; marketing core competencies</li> </ul> <p>Call <a href="tel:703-506-2010">Kathleen Tindell</a> at 703-506-2010 for a program schedule.</p> <p>Call <a href="tel:703-506-3271">Lesa Faris</a> at 703-506-3271 for partnership opportunities.</p>
<p>Simulation programs</p>  	<p>HSMIAI has the exclusive license on two unique computer simulation programs that are designed to enhance business acumen of industry professionals interested in hotel operations and revenue management.</p> <p>In addition to hotel directors of sales and marketing, past attendees have included entire executive teams of large independent resorts, general managers, and corporate and regional sales, marketing, and revenue management professionals.</p>	<p>Each of the two simulation programs will be offered at <b>Johnson &amp; Wales University in Denver, CO</b></p> <p><b>Managing Business Results Simulation:</b> TBD, 2010</p> <p><b>Managing Revenue Simulation:</b> TBD, 2010</p> <p>Call <a href="tel:703-506-2010">Kathleen Tindell</a> at 703-506-2010 for a program schedule.</p>


<b>HSMAI Association Leadership:</b>		
Leadership Conference	<p>Volunteer leaders are the lifeblood of any association. The annual HSMAI Leadership Conference combines an Americas Board of Directors meeting with meetings of the chapter leaders, special interest groups, and student collegiate chapters.</p> <p>Combined and individual meetings include:</p> <ul style="list-style-type: none"> <li>• SIG Leadership</li> <li>• Chapter Leadership</li> <li>• Student Collegiate Chapter Presidents &amp; Faculty Advisors</li> </ul>	<b>Leadership Conference:</b> February 9-11, 2010, Ritz-Carlton, St. Louis, MO
Special Interest Group Leadership	<p>Each of HSMAI's five SIGs has an annual planning meeting in the fall with its Advisory Board in preparation for the following year's events.</p> <p><b>Special Opportunity to Host an Advisory Board Function:</b>  Select opportunities are available to host an Advisory Board social function – usually lunch or dinner – in conjunction with the annual retreat. Benefits include 2-3 minute welcome and invitation to the hosted function. Note: SIG Advisory Boards are otherwise closed meetings. Please inquire with HSMAI – all options are sold on a first come, first served basis as exclusive or with a maximum of two partners.</p>	Dates and location – TBD
Americas Board Meetings	<p>The <a href="#">HSMAI Americas Board of Directors</a> has 23 members. The composition is reflective of HSMAI membership and includes executives from multiple hospitality and travel industry brands, companies, and associations.</p> <p>The Americas Board will hold two meetings: The first follows the Adrian Awards Gala in New York. The later will be held during Affordable Meetings National in DC this September 2009.</p>	<p><b>Americas &amp; Global Board:</b>  Sept. 10 (dinner) &amp; 11, 2009, Washington, DC – <i>call for details &amp; to sponsor</i></p> <p><b>Americas Board:</b> February 2, 2010, USA Today Building, New York, NY</p>
Foundation Board Meetings	<p>The <a href="#">HSMAI Foundation Board of Trustees</a> 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.</p>	<p>The Foundation Board holds three meetings annually.</p> <p>Call <a href="#">Fran Brasseur</a> at 703-506-2014 for more information.</p>

HSMAI Strategy Conferences:		
<p>The Resort Conference  <a href="http://www.resortconference.com">www.resortconference.com</a></p>  	<p>A unique partnership between HSMAI and the University of Denver produces the only conference of its kind designed for resort professionals by resort professionals. Attendees are predominantly GMs and directors of sales and marketing from independent resorts and conference centers, but also include senior management at multiple leading resort management companies and ownership groups.</p> <p><b>Special Opportunity for Pre- and Post-Meetings:</b></p> <p><b><u>Resort Marketing Best Practices Initiative Annual Meeting:</u></b> This event takes place annually prior to the Resort Conference. Attendees include VPs, GMs and top-level executives from premier resorts in the U.S., Mexico, Canada, and the Caribbean. Currently, there are 34 resorts represented in the group who subscribe to this cooperative research program. To view a current list, <a href="#">click here</a>.</p> <p><b><u>Resort Marketing Special Interest Group Advisory Board:</u></b> Select opportunities are available to host a Resort Marketing SIG Advisory Board social function in conjunction with the meeting. Benefits include 2-3 minute welcome and invitation to the hosted function. Note: SIG Advisory Boards are otherwise closed meetings. Please inquire with HSMAI – all options are sold on a first come, first served basis as exclusive or with a maximum of two partners.</p>	<p><b>The Resort Conference:</b> May 3-5, 2010, PGA National Resort &amp; Spa, Palm Beach Gardens, FL</p> <p>Call <a href="mailto:lesafaris@hsmai.org">Lesa Faris</a> at 703-506-3271 for partnership &amp; exhibiting opportunities.</p>

<p>Travel Internet Marketing Strategy Conference  <a href="http://www.travelinternetmarketing.org">www.travelinternetmarketing.org</a></p> <p><b><i>In conjunction with:</i></b></p> <p>Revenue Management Strategy Conference  <a href="http://www.revmanagement.org">www.revmanagement.org</a></p>	<p><b>HSMAI Revenue Management &amp; Internet Marketing Strategy Conference:</b> Since 2003, HSMAI has been producing interactive Strategy Conferences focused on disciplines important to our members. This year’s event is no different—combining two great conferences: Revenue Management and Travel Internet Marketing with content and discussions specifically developed by their respective Advisory Boards.</p> <p><b>Attendee profile:</b> 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. Attendees also include corporate and regional revenue managers at hotel brands and hotel management companies.</p> <p>Anticipated attendance for the combined event is 200-250, plus a dedicated area for table top displays with scheduled networking time for attendees and our partners.</p> <p><b>Special Opportunity to host the TIM/RM SIG Advisory Board Social Function:</b> A select opportunity is available to host the combined TIM and RM SIG Advisory Board dinner on <b>Monday, June 21</b>, in conjunction with the meeting. Benefits include 2-3 minute welcome and invitation to the hosted function. Note: SIG Advisory Boards are otherwise closed meetings. Please inquire with HSMAI – all options are sold on a first come, first served basis as exclusive or with a maximum of two partners.</p> <p><i>Call for details and pricing.</i></p>	<p><b>RMIM SC:</b> June 21, 2010, Orange County Convention Center, Orlando</p> <p><b>Co-located with HITEC</b> (Orange County Convention Center, Orlando, FL)</p> <p>Call <a href="mailto:lesa.faris@hsmai.org">Lesa Faris</a> at 703-506-3271 for partnership and exhibiting opportunities at RMIM.</p>
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HSMAI Member & Industry Communications:		
<p><i>Marketing Review</i> e-magazine  <a href="http://www.hsmaimarketingreview.org">www.hsmaimarketingreview.org</a></p> <ul style="list-style-type: none"> <li>Produced quarterly – (4 issues/year)</li> </ul> <p><b>June 2009 Issue</b></p> 	<p>Consistently rated as the top benefit by HSMAI members, <i>Marketing Review</i> e-magazine is the only one of its kind in the world featuring content relevant to sales and marketing professionals in hospitality, travel, and tourism.</p> <p>Global electronic circulation includes all HSMAI members, nearly 7,000, with additional benefit from a pass along readership of up to five times the distribution. Print distribution in the U.S. includes nearly 4,000 members.</p>	<p>All advertisements for <i>HSMAI Marketing Review</i> magazine are four-color.</p> <p>Member and insertion rate frequency discounts apply.</p> <p>Call <a href="mailto:lesa.faris@hsmai.org">Lesa Faris</a> at 703-506-3271 for details and a quote.</p>
<p><b>Rate Card for 2010</b> – All ads are 4-color; premium positions are sold exclusively at 4x, full-page rates.</p> <p><b>Rates: 1-2 issues</b></p> <ul style="list-style-type: none"> <li>Full-page / Full-page Bleed: <b>\$1,995/ad</b> (Mem-Rate) - <b>\$2,295</b> (Non-Mem Rate = +15%)</li> <li>Half Page Horizontal: <b>\$1,295/ad</b> (Mem-Rate) - <b>\$1,490</b> (Non-Mem Rate = +15%)</li> </ul> <p><b>Rates: 3-4 issues (volume discounts apply)</b></p> <ul style="list-style-type: none"> <li>Full-page / Full-page Bleed: <b>\$1,495/ad</b> (Mem-Rate) - <b>\$1,720</b> (Non-Mem Rate = +15%)</li> <li>Half Page Horizontal: <b>\$975/ad</b> (Mem-Rate) - <b>\$1,120</b> (Non-Mem Rate = +15%)</li> </ul> <p><b>Premium Positions per ad at 4x rate:</b></p> <ul style="list-style-type: none"> <li>C2, C3, C4 - <b>\$2,895/ad</b> (Mem-Rate) - <b>\$3,330</b> (Non-Mem Rate = +15%)</li> </ul>		<p><b>Issue line up for 2010:</b>  March, June, September &amp; December</p> <p><b>Artwork Due Date:</b> 1<sup>st</sup> of the month preceding the issue.</p>

HSMIAI Member & Industry Communications – Banner Ads:		
<p><i>e-Connect Newsletter</i> Banner Ads <a href="http://www.hsmaieconnect.org">www.hsmaieconnect.org</a></p> <ul style="list-style-type: none"> <li>Produced bi-weekly – (26 issues/year)</li> </ul>	<p>As an aggregator of trends relevant to sales and marketing professionals in hospitality, travel, and tourism; this e-newsletter is distributed to all members in the Americas Region twice a month and benefits from a high open rate. To view past issues, <a href="#">click here</a>.</p> <p style="text-align: center;"><b>Username:</b> Faris – <b>Password:</b> 410052</p>	<p>All banners are sold on a per issue basis.</p> <ul style="list-style-type: none"> <li><b>Rates:</b> \$500/ad (Mem-Rate); \$575/ad (Non-Mem Rate)</li> </ul>
<p><i>Special Interest Group (SIG) Newsletter</i> Banner Ads</p> <ul style="list-style-type: none"> <li>Produced bi-monthly – (6 issues/year)</li> </ul>	<p>HSMIAI, in keeping with its ongoing objective to create relevance for all members, has created a body of knowledge regarding specific disciplines within sales and marketing. Hone in on your target audience by placing a banner advertisement in one of the following:</p> <ul style="list-style-type: none"> <li>Travel Internet Marketing</li> <li>Resort Marketing</li> <li>Revenue Management</li> <li>Hotel Director of Sales and Marketing</li> <li>Sales &amp; Marketing Faculty</li> </ul>	<p>All banners are sold on a per issue basis.</p> <ul style="list-style-type: none"> <li><b>Rates:</b> \$500/ad (Mem-Rate); \$575/ad (Non-Mem Rate)</li> </ul>

HSMIAI Customer Marketplace Events:		
<p>Affordable Meetings <a href="http://www.affordablemeetings.com">www.affordablemeetings.com</a></p> 	<p>Three major trade shows are hosted annually by HSMIAI for customers of HSMIAI members. Nearly 5,000 meeting planners attend the events annually. HSMIAI provides top-notch education for planners, suppliers, and service providers to the meetings industry who participate in the exhibition.</p> <p>New to the National show in 2008, is the Event Technology Expo (ETE)—a show within a show that features demonstrations from various technology companies who serve the meetings industry. To learn more, visit - <a href="http://events.jspargo.com/ete09/public/enter.aspx">http://events.jspargo.com/ete09/public/enter.aspx</a>.</p> <p>Contact <a href="#">Craig Baker</a>, J. Spargo &amp; Associates, at 800-564-4220 to reserve space.</p>	<p><b>Affordable Meetings Mid-America:</b> April 14-15, 2010, Navy Pier, Chicago, IL</p> <p><b>Affordable Meetings West:</b> June 16-17, 2010, Convention Center, San Jose, CA</p> <p><b>Affordable Meetings National &amp; ETE:</b> Sept. 8-9, 2010, Convention Center, Washington, DC</p>

<b>HSMAI Foundation:</b>		
Corporate Research Partner	The business model of the HSMAI Foundation depends on the support of industry corporations to cooperatively commission research that supports the sales and marketing discipline in hospitality, travel and tourism.	Contact <a href="#">Fran Brasseur</a> for more information.
Scholarship Donor	<p>A student scholarship program is administered by the HSMAI Foundation and gifts to the fund are awarded to deserving students in hospitality, hotel, and travel management colleges.</p> <p>The call for applications begins in January with a March deadline and May determination of recipients. Recipients are invited and recognized at the following year's Adrian Awards Gala.</p>	<p>Annual commitments are due before the February 2010 board meeting so the amount of awards for 2010 can be determined.</p> <p>Contact <a href="#">Fran Brasseur</a> for more information.</p>
Foundation Special Reports & Publishing Partnerships	In partnership with the HSMAI SIGs, the Foundation serves as the publishing arm of HSMAI. The HSMAI Foundation's research publications have included <a href="#">Demystifying Distribution 2.0</a> and <a href="#">The Travel Marketer's Guide to Social Media and Social Networks</a> .	Contact <a href="#">Fran Brasseur</a> for more information.

<b>HSMAI Global:</b>		
Global board meeting	Representatives of HSMAI's three global regions comprise the Global board which meets annually.	Contact <a href="#">Bob Gilbert</a> in the Americas for more information.
Asia Pacific Region members & events	Headquartered in Singapore, the Asia Pacific Region hosts multiple events annually.	Contact our Managing Director for the Asia Pacific Region <a href="#">Bernadette Dennis</a> for more information.
European Region members & events	Headquartered in Oslo, the European Region is comprised of multiple national chapters in Europe.	Contact our Managing Director in Oslo <a href="#">Ingunn Hofseth</a> for more information.
Middle East Region development	There are two chapter charters in the UAE – one in Abu Dhabi and another in Dubai.	Contact our Managing Director for the UAE <a href="#">Bob Gilbert</a> for more information.

***Last revised: August 2009***