

**MARKETING**

June 20–23  
Ernest N. Morial Convention Center  
New Orleans, La. USA

# HITEC 2016

HOSPITALITY INDUSTRY TECHNOLOGY EXPOSITION AND CONFERENCE

Promotional Tools  
Sponsorships  
Advertising

Contact the HFTP Exhibits Department at  
+1 (800) 646-4387 or +1 (512) 249-5333  
[exhibit@hftp.org](mailto:exhibit@hftp.org)



A service of

**HFTP**  
Hospitality Financial and  
Technology Professionals

# HITEC <sup>2016</sup>

Promote your presence  
at HITEC and have attendees  
seeking out your company onsite.

## PROMOTIONAL TOOLS

Free Marketing • Traffic Builders  
Onsite Events • Media Relations

# HITEC 2016 Promotional Tools

## Free Marketing

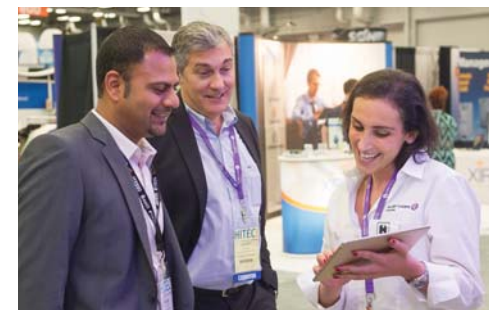
Make your presence at HITEC known with these **EASY-TO-USE TOOLS**, **ABSOLUTELY FREE** for exhibitors.

- **Qualified Buyer Show Passes**  
Take advantage of this program to invite qualified buyers to register for the show with your compliments.
- **Show Stickers**  
Use these colorful self-print show templates to create labels for mailings, brochures and business cards to promote your presence at HITEC.
- **HITEC Weblink, Web Banners and Logo**  
Ensure your customers know you are participating by posting on your web site the HITEC logo, show dates and a link to [www.hitec.org](http://www.hitec.org).
- **E-mail Invitations**  
Send a customized HITEC invitation to your best customers and prospects.
- **New Products Showcase**  
Are you planning to launch a new technology at HITEC? Everyone wants to know what's new at HITEC and we want to help you promote your technologies on the New Products Showcase on the HITEC web site.

## Traffic Builders

Attract registered attendees to your booth with an **E-MAIL CAMPAIGN**.

- **Pre-registration List Rental ..... \$450**  
Available in Excel format.




# HITEC 2016 Promotional Tools

## Onsite Events

---

Take advantage of a **DEDICATED MEETING SPACE** to share current, in-depth information about your company and its products and services.

---

- **Exhibitor Tutorials** ..... \$795 per session  
 Exhibitor tutorials give your company the opportunity to present educational information to help attendees become more informed buyers.
- **Technology Showcase**..... \$3,500 per session  
 Share your company's valuable, industry knowledge with HITEC attendees in a one-hour session. This is a limited opportunity and includes a meeting space and session description in the HITEC Mobile Experience. Designated days, times and guidelines apply.



- **Private Meeting Space**  
**Business Suite:** \$2,000 for show duration (if available)  
**Meeting Room:** \$1,495 per day  
Secure a private business suite or meeting space in the convention center for a more intimate setting.

## Media Relations

---

HITEC provides the perfect opportunity to **INCREASE YOUR COMPANY'S EXPOSURE** to the trade press and we are here to help. The Press section of the HITEC web site offers tools you can use to inform your customers you will be exhibiting and potentially obtain editorial coverage.

---

- **PR Basics**  
Helpful tips and guidelines for press releases and media coverage.
- **Registered Press List**  
Contact registered press, alerting them to your presence at the show and increasing your chance for media coverage.
- **Press Kits**  
Onsite distribution in the HITEC Press Room or online at hitec.org.
- **Press Release Distribution**  
Send out your latest news via Hsyndicate and have it show up on the HITEC web site and in the HITEC e-newsletters.

# HITEC<sup>2016</sup>

Stand-out as a HITEC supporter  
and have your company name  
seen by thousands of attendees.

## SPONSORSHIPS

Banners and Signs • Exclusive Sponsorships  
Activities and Takeaways • Online  
Education and Thought Leadership

# HITEC 2016 Sponsorship Opportunities

## Benefits for all HITEC Sponsors

Logo on prominent on-site signage	✓
Logo on HITEC web site	✓
Logo on HITEC Mobile Experience	✓
Logo on screen at keynote sessions	✓
Special recognition in Exhibit Floor Plan Map	✓
Special recognition in <i>Online Buyer's Guide</i>	✓
Sponsor ribbons for booth personnel badges	✓




## Banners and Signs

- **Exhibit Hall Aisle Signs** ..... \$8,750



 Promote your company by placing a sign in the exhibit hall with your company's logo and booth number on full-color hanging aisle signs.

**SOLD**

- **Banner Space** ..... \$3,500 each







 Promote your company outside the exhibit hall with a full color banner. The convention center offers high traffic areas for maximum exposure and impact. Sponsor is responsible for production of the banner based on specifications provided.

- **NEW Floor Decals** ..... \$6,000/\$10,000

  Inform attendees of your booth location while they are checking in at registration with your choice of medium floor decals for \$6,000 (24" x 24") or large floor decals for \$10,000 (36" x 36"). Fifteen decals will display your company logo and booth number throughout registration and at the exhibit hall entrance. Includes two additional exhibitor registrations.

### BENEFITS KEY

Use the key below to identify the icons placed by the sponsorship descriptions to identify the benefits that come with each promotion.

-  Speaking Opportunity
  Verbal Recognition
  Giveaway
  Handout
  Extra Registrations
  Signage/Banner

# HITEC 2016 Sponsorship Opportunities

## Exclusive Sponsorships

- **Exhibit Hall Floor Plan Map and Schedule . \$7,000**



Receive recognition in the printed floor plan and on the large floor plan sign placed just outside the exhibit hall. The printed Exhibit Hall Floor Plan Map sponsorship includes company logo printed on the cover of the map, booth number and location highlighted on the map with company logo, and a display ad on the back cover of the map (4.5" w x 8.5" h).

- **Digital Den ..... \$15,000**



The hub of HITEC activity, the Digital Den is a gathering place for attendees to network, check e-mail, charge mobile devices, view the Twitter wall and much more. Put your mark on this high-traffic area. Includes prominent signage, the opportunity to display your company logo on each computer and two additional exhibitor registrations.

- **Reusable Water Bottle Stations..... \$15,000**



Help us make HITEC "green" by sponsoring reusable water bottle stations with your company logo. Water bottles will be made available to attendees in the exhibit hall and can be refilled during exhibit hours. At the water stations provided, reusable water bottle sponsor logo will be prominently printed on the bottles. Includes two additional exhibitor registrations.

- **Registration Pen ..... \$3,500**



Pens with your company name/logo are printed at registration and come pre-loaded on sessions giving you ample opportunity to put your brand into the hands of attendees.

- **Badge Lanyards ..... \$15,000**

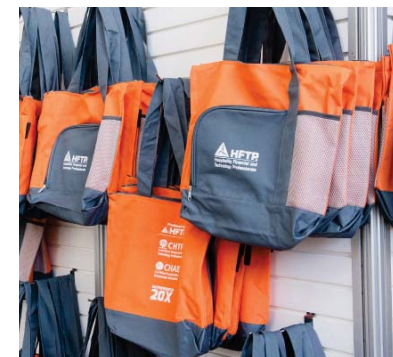


Attendees become your mobile billboards with your company's one-color imprint on the badge lanyards. Includes two additional exhibitor registrations.

- **Conference Tote Bags ..... \$20,000**



Become the exclusive sponsor and get your company logo imprint and booth number featured on the front of the bag. Includes a one-page promotional flyer or giveaway inserted in the tote bags.



- **Shuttle Buses..... \$12,000**



Catch the attention of riders as they catch the bus from the HITEC hotels and convention center with imprinted headrests. Includes two additional exhibitor registrations.

- **Create Your Own Custom Sponsorship**

Work directly with the HFTP exhibit staff to create a unique sponsorship opportunity that meets the needs of your company. Contact Déjà Joli Waymer, HFTP Director of Exhibits, for more information.

## Online

- **HITEC News Flash E-newsletter..... \$4,000**

Beginning in March, you'll see the real, present, past and potential HITEC attendees with messages the six months prior to HITEC. As the exclusive sponsor, your logo, marketing message and web site link are featured.

- **HITEC News Flash Show E-dailies..... \$3,000**

Reach registered HITEC attendees each day of the show. As the exclusive sponsor of these four e-newsletters, your logo, 300-word marketing message and web site link are featured.

# HITEC 2016 Sponsorship Opportunities

## Education and Thought Leadership

### ● Education Boot Camps .....\$3,000 each



These in-depth education sessions allow your company the opportunity to target your customers with the topic most applicable to your business. Topics are available on a first-come, first-served basis. Includes verbal recognition at the session, a two-minute speaking slot, signage and a table for distribution of company marketing materials.

### ● Keynote Sessions ..... \$6,000



Put your company's name in the forefront at three keynote sessions when we display your logo on projection screens in the auditorium. You'll receive verbal recognition, signage, one additional exhibitor registration and a table for distribution of company marketing materials.

### ● Concurrent Education Sessions ..... \$2,000 Each / \$5,000 for 3



Put your company's mark on one or more concurrent education sessions that targets your customers. Visit [www.hitec.org](http://www.hitec.org) for education session topics. Topics are selected on a first-come first-served basis. Includes verbal recognition at the session, signage and a table for distribution of company marketing materials.

## Activities and Takeaways

### ● Daily Beverage Services ..... \$1,800/Day or \$5,000/All

Monday, Tuesday, Wednesday, Thursday



Quench your thirst for brand awareness by sponsoring daily beverage services adjacent to education sessions. Includes recognition on signage at break service area.

### ● Tote Bag Insert .....\$3,000 Each One-Page Promotional Flier (8 1/2" x 11") or Giveaway



Include your company's one-page marketing brochure or a giveaway in the registration tote bags to ensure all registrants receive your information. All inserts must be pre-approved by show management.



## Sponsorship Notes

- 2015 sponsors have first right to renewal on sponsorships for HITEC 2016. All remaining sponsorships are available on a first-come, first-served basis to HITEC exhibitors exclusively.

- Artwork deadlines vary due to printing lead time so call early to secure a sponsorship.
- Sponsorships are only available to current exhibitors in good standing.



# HITEC<sup>2016</sup>

Insert your ad directly in the  
hands of HITEC attendees.

# ADVERTISING

Floor Plan Map and Schedule  
HITEC Mobile Experience  
HITEC Special Report  
[HITEC.org](http://HITEC.org)

# HITEC 2016 Advertising Opportunities

By advertising in **HITEC MEDIA**, your ad reaches this targeted audience during and after the conference.

Gain additional exposure with an exclusive advertising opportunity in the **HITEC SPECIAL REPORT**, a publication with specially written articles that address the current trends in the hospitality technology industry. A print copy will be included in each attendee bag, as well as a PDF on the HITEC web site.



## Print

### HITEC Printed Floor Plan Map/Schedule..... \$2,500

Bring attendees to your booth by advertising in this on-site publication. Participating advertisers will receive a business card size ad (4.25" x 2.5"), and highlighted company name, booth number and booth location on the map. Maps will be inserted in each attendee tote bag.

### Exclusive Advertising Opportunity

### HITEC Special Report..... \$10,000

The **HITEC Special Report** is produced in conjunction with HITEC and features the current trends in hospitality technology. This publication is distributed in the attendee conference tote bags, as well as online through various channels throughout the year.

Advertiser receives:

- Two full page ads (back cover and two page interior ad spread)
- Company logo on the front cover of the Special Report
- Two-page advertorial feature

## Online

### HITEC Mobile Experience ..... \$500 per ad

This high-profile opportunity includes one banner placement in the HITEC mobile site under the product category of your choice.

- 600 x 175 pixels

Product category selection will be on a first-come, first-served basis, with a limit of two ad placements per category.

### HITEC Web Site: [www.hitec.org](http://www.hitec.org)

Place your ad on each page of [www.hitec.org](http://www.hitec.org), which receives on average over 100,000 page visits a month.

#### Pre-show (Jan – Jun)

- 1x – \$1,250
- 3x – \$1,050/mo
- 6x – \$875/mo

#### Post-show (Jul – Dec)

- 1x – \$875
- 3x – \$675/mo
- 6x – \$450/mo