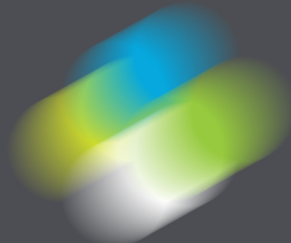


HITEC 2013

Hospitality Industry Technology Exposition and Conference

June 24–27 • Minneapolis Convention Center • Minneapolis, Minn. USA



Marketing Opportunities

Promotional Tools • Sponsorships • Advertising



The logo for HITEC 2013 is located in the top left corner. It consists of a rounded square with a vertical gradient from light blue at the top to light green at the bottom. The word "HITEC" is written in white, bold, sans-serif capital letters, and the year "2013" is written in blue, sans-serif capital letters to its right.

HITEC 2013

PROMOTIONAL TOOLS

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

Free Marketing • Traffic Builders • Onsite Events • Media Relations

Promotional Tools

Contact exhibit@hftp.org to take advantage of these promotional tools.

Free Marketing

Make your presence at HITEC known with these easy-to-use tools, absolutely free for exhibitors.

Direct Mail Brochures

Include attendee brochures in your pre-show promotional mailings. Or, provide your customer list to our bonded mail house and the postage is on us. We'll even include your company name and booth number on the mailing panel.

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 stickers on 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 the HITEC logo, show dates and a link to www.hitec.org on your web site.

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 a direct mail or e-mail campaign.

Pre-registration List Rental\$450

Available in Excel format.

Promotional Tools

Contact exhibit@hftp.org to take advantage of these 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 Program and Buyer's Guide. Designated days, times and guidelines apply.

🕒 **Private Meeting Space**

Business Suite: \$1,700 for show duration

Meeting Room: \$1,495 per day

Secure a private business suite on the show floor 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're here to help. The Press section of the HITEC web site offers tools you can use to inform your customers you'll be exhibiting and potentially obtain editorial coverage.

🕒 **PR Basics**

Helpful tips and guidelines for press releases and media coverage.

🕒 **Registered Press**

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.



SPONSORSHIPS

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

Banners and Signs • Takeaways • Onsite • Education • Online/Web Site

Sponsorships

Contact exhibit@hftp.org to take advantage of these sponsorship opportunities.

Benefits

- Logo on the sponsor page of the HITEC program and prominent sponsor sign onsite
- Logo on the sponsor page of the HITEC.org web site, the HITEC Smartphone app and mobile web site
- Logo recognition on the screen at the Keynote Sessions
- Special recognition in the exhibitor listing in the HITEC Program and Buyer's Guide
- Sponsor ribbon for booth personnel badges



Banners and Signs

🕒 **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.

🕒 **Exhibit Hall Aisle Signs** **SOLD!**
Promote your company in each aisle of the exhibit hall with your company's logo and booth number on full-color hanging aisle signs.

🕒 **Exhibit Hall Floor Plan Map** **\$3,000**
Receive recognition in the onsite program's printed floor plan and on the large floor plan sign placed just outside of the exhibit hall.

Sponsorships

Contact exhibit@hftp.org to take advantage of these sponsorship opportunities.

Takeaways

☞ Registration Pens..... **SOLD!**

Pens with your company name/logo are placed at registration and concurrent education 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 **SOLD!**

Become the exclusive sponsor and get your company logo imprint and booth number featured on the front of the bag and a one-page brochure inside.

☞ 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.

On-site

☞ Daily Beverage Services ... **\$1,800/Day • \$5,000/All**

Monday, Tuesday, Wednesday — **SOLD!** or Thursday
Quench your thirst for brand awareness by sponsoring daily beverage services adjacent to education sessions. Includes recognition on signage at break service area.

☞ Printing Station **\$3,000**

Located adjacent to the Cybernet Center, this active hub includes recognition on signage.

☞ Program Guide..... **SOLD!**

Receive repeated exposure as the exclusive sponsor of the popular printed Program and Buyer's Guide. Includes logo, tagline and booth number on the program cover and a full page program ad.

☞ Cybernet Center..... **Price Varies**

Put your mark on this high-traffic area where registrants access the Internet. Includes prominent signage and the opportunity to display your company logo on each computer. Includes two additional exhibitor registrations.

☞ Shuttle Buses **\$12,000**

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

Sponsorships

Contact exhibit@hftp.org to take advantage of these sponsorship opportunities.

Education

🕒 Education Bootcamps \$3,000 each

Topics include: (PCI — **SOLD!**, SAQ-D, System Selection and Disaster Recovery/Business Continuity/Strategic Technology Plan)

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, 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 target your customers. Visit 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.

Online/Web Site

🕒 Online Registration..... \$2,500

Gain exclusive sponsor exposure as attendees register at www.hitec.org. Your company name and web site link are also included on the registration confirmation e-mail sent to attendees.

🕒 HITEC News Flash E-newsletter \$4,500

Beginning in January, your message reaches current, past and potential HITEC attendees each month for 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 **SOLD!**

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

Custom Promotion

If you are interested in creating a sponsorship bundle tailored to your promotional objectives, please contact exhibit@hftp.org. We are glad to discuss options with you.

Sponsorship Notes

- 2012 sponsors have first right to renewal for the same sponsorship for HITEC 2013. 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.



ADVERTISING

Insert your ad directly in the hands of HITEC attendees.

Program Guide • HITEC Special Report • HITEC.org

Advertising

Contact exhibit@hftp.org to take advantage of these advertising opportunities.

By advertising in the **HITEC Program & Buyers Guide** your ad reaches this targeted audience during and after the conference.

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



HITEC Program Guide & Buyers Guide

Bring attendees to your booth by advertising in the Program & Buyers Guide.

Size/Placement	Investment
Back Cover	\$2,300
Inside Covers	\$2,000
Double Page Spread	\$2,460
Full Page	\$1,770
Half Page	\$1,525

HITEC Program Guide and Special Report

Double your reach, advertise in both publications and receive a discount.

Size/Placement	HITEC Program	HITEC Special Report
Back Cover	\$2,070	\$1,200
Inside Covers	\$1,800	\$1,000
Double Page Spread	\$2,214	\$1,600
Full Page	\$1,593	\$750
Half Page	\$1,373	\$500

Special Promotion in the HITEC Program

Technology Guide \$525

Promote your new solutions or upgrade with this quarter page ad that includes: company name, booth number, web site, full color logo and 250 word descriptive text.

Aisle-by-Aisle Guide \$450

Help attendees easily find your booth and give your company further visibility. This one-sixth page horizontal ad is keyed to your booth location.

Online

www.hitec.org or HFTP Blog: www.hftpconnect.org

Place your ad on each page of 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