



Introducing... The 2022 ICHRIE Education & Innovation Center

The 2022 Annual ICHRIE Conference is the culmination of the year long celebration of our 75th anniversary and we can't wait to show you what we have planned.

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“Celebrating Our Past, Welcoming Our Future”

As International CHRIE reflects on 75 years of growth, it's clear that it would not have been possible without the collaboration of hospitality and tourism educators and industry. When we envision how best to welcome our future and the next 75 years, it's centered around strengthening partnerships between academia, corporations and associations. The new Education & Innovation Center (EIC) is a step in that direction.

What is the Education & Innovation Center?

The Education & Innovation Center at the 2022 Annual ICHRIE Summer Conference will highlight new technology being developed for the hospitality industry. Offering attendees an opportunity to engage with industry partners, the Center will showcase cutting-edge technology designed to influence the future of the hospitality industry and hospitality education.

How has exhibiting at this year's conference been Reimagined?

When this year's exhibit space was conceptualized, we knew the core of the Center needed to highlight innovation and technology for educators. With that in mind, we designed a space that would accentuate the vendors and allow for more activities and attendees throughout.

Attendees walk through the doors of the Center directly into the vendor showcase. Off the side, there is space for presentations from our education and innovation companies. Once past the vendors, there is an area designated to host food and beverage functions and poster presentations.

This year we also moved away from traditional booth set ups. Each vendor* will have a draped high boy table with a chair in an area of approximately 6' x 6' to set up. There won't be sides or a back, but will be open 360-degrees around for views from all sides for more interaction with attendees. We hope you will join our excitement and prepare to host a creative space. If you need ideas, we are happy to brainstorm with you!

**Vendors in the Publisher's Place will have a space approximately 10' x 10' with one (1) chair. There won't be sides, but may back up to a wall. We understand you have many materials, and hope to accommodate that as much as possible.*

What you can expect as part of the Education & Innovation Center

With three (3) days scheduled, there will be something for everyone! You will have face-to-face access to the attendees as they are welcomed to the Center for technology demonstrations, lunches, poster sessions, Career Fair, book signings at Publisher's Place, CHRIE FutureFund™ events, Collaboration Corners and more!

Education & Innovation Center Schedule of Events

Designed to Maximize Exposure and Network with Your Audience

Wednesday, 3 August 2022

5-6pm: Vendor Move-in (Innovation Showcase Partners only)

6pm-8pm: 2022 ICHRIE Conference Welcome Reception

Thursday, 4 August 2022

7am-11am: Vendor Move In

11:30am: Center opens for the day

12:00-1:00pm: Lunch in the Center

1:00pm-2:00pm: Poster Sessions in the Center

2:00pm: Center closes for day

**Dates and times subject to change*

Friday, 5 August 2022

11:30am: Center opens for the day

12:00-1:00pm: Lunch in the Center

1:00pm-2:00pm: Poster Sessions in the Center

2:00pm: Center closes for day

Saturday, 5 August 2022

11:30am: Center opens for day

12:00-1:00pm: Lunch in the Center

1:00pm-2:00pm: Poster Sessions in the Center

2:00pm: Center closes

2:00pm-5:00pm: Vendor move out

What does my Vendor Package Include?***

One (1) draped high boy table with one (1) chair*

One (1) full conference registration

Option to host a 20-minute presentation in the Center about your product or company

(approved schedule will be shared one week before opening)

Complimentary listing with logo, company description and contact details in the conference app

Opportunity for outreach to attendees through conference app

Double-sided table top sign with vendor name

Free wifi in the Center

****Encore through the hotel will handle additional electrical or other technology needs for vendor displays. *Vendors for Publisher's Place will have an area approximately 10' x 10' with one (1) draped 6' table and one (1) chair.*

The 2022 ICHRIE Education & Innovation Center will be the hub of activity for all three (3) days of the conference offering innumerable opportunities to promote your brand and product, build relationships and push your recruiting levels to the next level.

Join us for "Celebrating the Past, Welcoming the Future."

