

# **2022 ICHRIE Conference Sponsorship Opportunities**

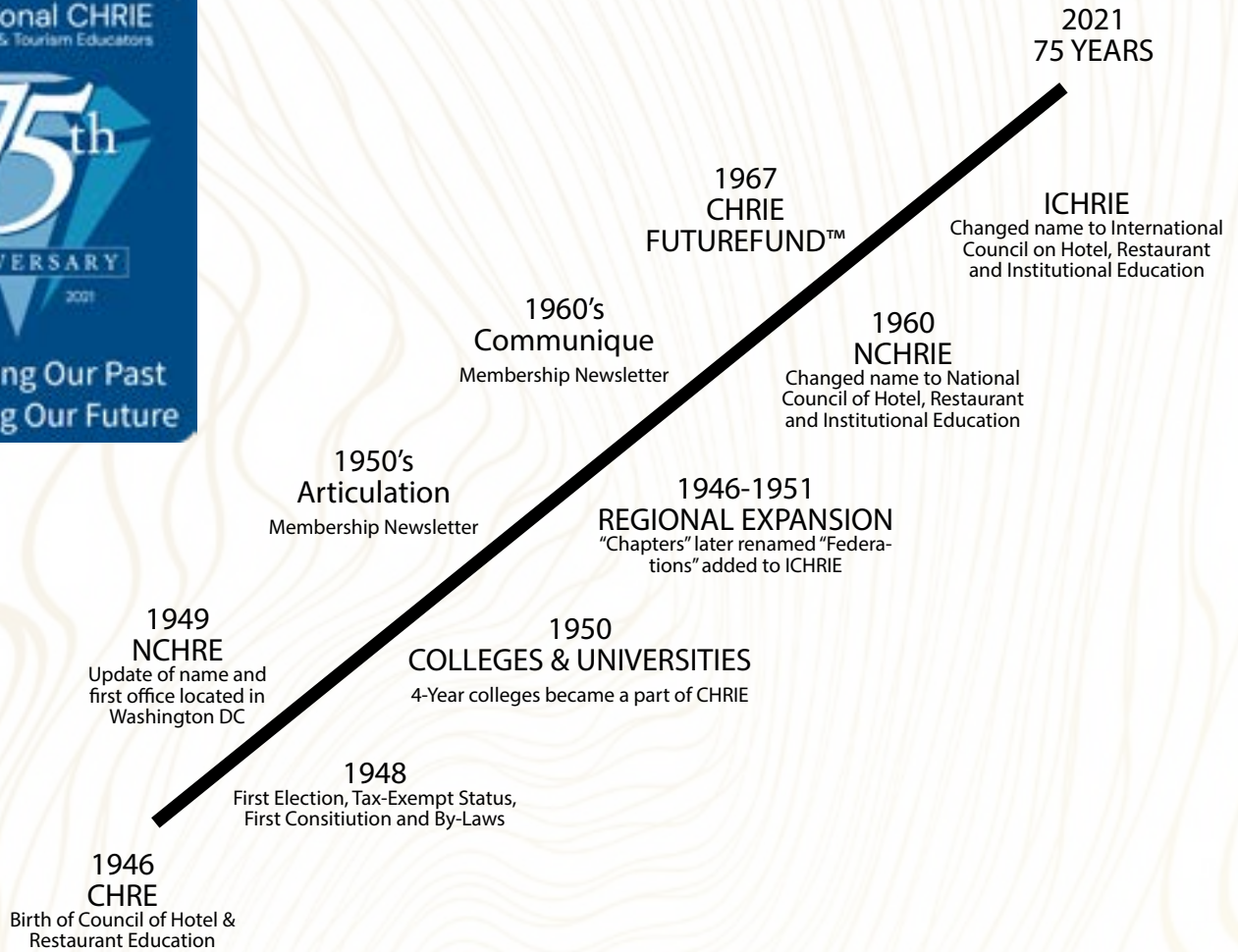


**2022 Annual International CHRIE Summer Conference**

**August 3-6, 2022**

**Renaissance Washington, DC Downtown Hotel**  
999 Ninth Street NW, Washington, District Of Columbia 20001 USA

# CELEBRATING OUR PAST



## WELCOMING OUR FUTURE

*On behalf of the ICHRIE Conference Committee, we invite you to be a part of ICHRIE's 75th Anniversary Celebration.*

Dr. Kimberly Severt  
Director of Conferences  
The University of Alabama  
ksevert@ches.ua.edu



Dr. Mary Jo Dolasinski  
Chair, 75th Planning Committee  
DePaul University  
Mdolasin@depaul.edu

Consider sponsoring the anniversary conference with one of our unique options. The sponsorships are designed for you to gain exposure to key players in hospitality and tourism while supporting the rebuilding efforts through the education and research this conference provides.



# VALUE PROPOSITION

How we work together with you!

*We believe in hospitality as the key to overcome challenges in order to provide our members an unrivalled, personalized service.*

*We respect people, value diversity, and are committed to equality for everyone.*

*We believe education and research serve as conduits that bind the global community.*

*We continuously evolve as professionals through research discovery, experiences, information sharing and collaborations.*

**SPIRIT  
OF  
HOSPITALITY**

**INCLUSIVENESS**

**KNOWLEDGE**

**PARTICIPATION  
&  
COLLABORATION**

WE CAN HELP YOU use your voice to help shape the message and initiatives that set hospitality and tourism apart.

WE CAN HELP YOU tap into a group of innovative thinkers to promote and enrich diversity in the hospitality and tourism industry.

WE CAN HELP YOU be part of the communication in developing future leaders of the hospitality and tourism industry.

WE CAN HELP YOU interact with the research community to help solve problems and learn from each other.



## ICHRIE VISION

To be the global leader of hospitality and tourism education, industry engagement, and talent development.

## ICHRIE MISSION

ICHRIE is a global and multi-cultural community of hospitality and tourism professionals dedicated to the pursuit, discovery, advancement, and sharing of knowledge and experiences, relevant to the hospitality and tourism industry and its future leaders.

# SPONSORSHIP LEVELS

We value each and every sponsor of the 2022 Annual ICHRIE Summer Conference and ICHRIE no matter what level you reach— we couldn't do it without you!

**ICHRIE  
HERO**



**Over \$10,000**

EDUCATION & INNOVATION CENTER

**DIAMOND**

**\$7,001-\$10,000**

DEANS & DIRECTORS SESSION & RECEPTION  
WELCOME RECEPTION  
LUNCH RECEPTION  
CONFERENCE BADGES & LANYARDS—**SOLD**  
CONFERENCE SIGNAGE

**RUBY**

**\$5,001-\$7,000**

CONFERENCE BAG—**SOLD**  
BOARD OF DIRECTORS DINNER

**EMERALD**

**\$3,001-\$5,000**

MIX & MINGLE RECEPTIONS  
REGISTRATION SCHOLARSHIPS  
CELEBRATION ENTERTAINMENT  
CONFERENCE MOBILE APP

**SAPPHIRE**

**\$1,001-\$3,000**

FIRST TIME ATTENDEE SESSION  
WELCOME BOX/BAG  
BRANDED WATER BOTTLES  
HOTEL ROOM KEY

**ICHRIE  
FRIEND**

**\$500 to \$1,000**

SOCIAL MEDIA  
DAILY PRIZE SPONSOR

With all these options, we can help put together the perfect sponsorship package for you!

## **BENEFITS FOR ALL SPONSORS**

- Logo on overall sponsor signage and mobile app
- Listed at conference sponsor on all pre- and post-conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor

## **ADDITIONAL BENEFITS FOR DIAMOND LEVEL SPONSORS**

- Benefits for all sponsors, plus
- Company/Institution Spotlight in email to attendees
- Pre- and/or post- conference (branded) email to ICHRIE members
- Social media (branded) blast for attending companies and organizations

## **ADDITIONAL BENEFITS FOR ICHRIE HERO LEVEL SPONSORS**

- Benefits for all sponsors and Diamond Level sponsors, plus–
- Social media (branded) blast for attending companies and organizations
- Company/Institution Spotlight in email to attendees
- Pre- and/or post- conference (branded) email to ICHRIE members
- Video played at the start of keynote presentations
- Reserved table at awards dinner

# SPONSOR OPPORTUNITIES

## **EDUCATION AND INNOVATION CENTER**

**\$15,000**

New for 2022 and surrounded with building anticipation—the ICHRIE Innovation Center! Offering a technology showcase, innovation leaders, food and beverage functions and networking events, we can't wait to welcome the conference attendees to the exciting addition to programming. As the sponsor of this 3-day event, your organization's logo will be on all marketing materials related to the Center—social media, digital newsletters, new releases, schedule programming and MORE!

## **WELCOME RECEPTION**

**\$10,000 or 2 for \$7000**

Be one of the first to welcome attendees to back to a live Annual ICHRIE Summer Conference. The “wow factor” will be in affect again for 2022 and your company/organization will be highlighted as sponsor. The reception for the evening includes food, drinks and networking with in the Education & Innovation Center.

## **LUNCH RECEPTION(S)**

**\$10,000 or \$7,000/day (2 of 3 options left)**

Lunch is on you! Join everyone in the Innovation and Education Center for lunch and networking. Speak directly with attendees about your company/organization and make connections you can grow with.

## **CONFERENCE BADGES & LANYARDS—SOLD**

**\$10,000**

Each attendee at the ICHRIE Conference will be showcasing your logo to attendees! Badge Holders and Lanyards will be distributed from the registration counter and we'll feature your logo at registration as well. This sponsorship always goes fast!

## **DEANS' & DIRECTORS' SESSION & RECEPTION—SOLD**

**\$7500**

Take advantage of this unique opportunity to welcome over 100 Deans and Directors to an invite-only afternoon session. This is a prestigious group of global college and institutional executives. The sponsor may present for five (5) minutes to this exclusive group and can network afterwards in a reception after the session. The sponsor's logo will appear in the invitation to this unique group, on the mobile app and on signage for the room.

## **CONFERENCE SIGNAGE**

**\$7500**

As the conference signage sponsor, we'll showcase your logo on all of the directional signage, meeting room signs and special event signs.\* A great opportunity to showcase your company, maximize exposure and support the industry and the industry educators at ICHRIE.

*\*individually sponsored sessions are not included.*

## **CONFERENCE BAG—SOLD**

**\$7000**

Imagine your logo with the 2022 ICHRIE Conference logo on drawstring bags attendees will be using during the meeting and beyond the halls of the hotel. Your company logo will be featured on the conference bags and showcased at the registration area where bags will be given out.

## **BOARD OF DIRECTORS' DINNER**

**\$5500**

The Board of Director's dinner is an exclusive, private event designed to introduce your company with ICHRIE's leadership. This opportunity allows for one-on-one networking to create lasting relationships with key leaders.

## **ENTERTAINMENT FOR THE ICHRIE CELEBRATION**

**\$5,000**

Let's get the party started! Once the conference is over and the awards handed out, it's time to kick up your heels and celebrate. Invigorate the attendees by sponsoring entertainment that will get them out of their seats! Opportunity to be thanked at the podium by ICHRIE President and have two (2) minutes for an exciting company/organization update or news.

## **CONFERENCE MOBILE APP—SOLD**

**\$4,000**

This exclusive option showcases your company logo and banner highlighted as THE sponsor of the communication hub for the conference. Available for all attendees, this app can be personalized with schedules, sessions to attend and even social media and networking connections. ICHRIE will market the mobile app to all attendees leading up to and throughout the conference. Even those not in attendance will be able to access the app and view the activities.



# SPONSOR OPPORTUNITIES

## **MIX & MINGLE RECEPTION(S)**

**\$4000 (2 available)**

Speak with and toast attendees at one of two (2) networking receptions (Thursday or Friday) after a full day of activities. It's a great time meet the attendees as they unwind for the day. Drink Tickets for attendees are included in this sponsorship as well as your logo will be featured on the signage at the event.

## **SCHOLARSHIPS FOR CONFERENCE REGISTRATIONS—**

*Groups of 5 scholarships for \$3500*

Sponsor a group of attendees who may not be able to raise the money for conference registration. We know the past two years have been hard on everyone. What better way to showcase what the ICHRIE community is all about than by sponsoring their registration so they can be part of it themselves. Scholarship winner information sent out will include the sponsor logo and URL link to additional information about their organization.

## **HOTEL ROOM KEY—SOLD**

**\$3000**

Every time an attendee goes to their hotel room your logo will be seen alongside the conference logo on the keycard. These will be handed out when guests check in at the hotel.

## **WELCOME BOX/BAG**

**\$2500**

Each attendee will receive your organization's welcome box/bag. Send 300 of your favorited branded gifts to the hotel and they will be handed out to all attendees at the registration desk. Signage at the registration desk acknowledging the Welcome Box/Bag sponsor.

## **WATER BOTTLE—SOLD**

**\$1500**

Keep conference attendees refreshed by sponsoring water bottles with your logo! Hydration is key when traveling and the hotel makes it easy with their water bottle refill stations meeting area!

## **SOCIAL MEDIA (BRANDED) BLAST FOR ATTENDING COMPANIES/ORGANIZATIONS**

**\$1,000 (10 opportunities available)**

Looking for a way to reach conference attendees before you get there? A social media blast through ICHRIE's Facebook, Instagram, Twitter and LinkedIn platforms will get you on their radar for the conference.\*\*

*\*\*One topic of marketing will be used for all platforms. Sponsor is encouraged to design the media and supply ICHRIE with specific messaging and hashtags.*

## **DAILY PRIZE SPONSOR**

**\$1000 (2 of 3 available)**

Each sponsor brings a prize of their choosing and we let attendees know what to do next. This sponsorship pairs well with the Mix & Mingle Networking Receptions. To qualify, attendees drop their business cards for sponsor and drawing. Sponsor logo will be showcased by drop-off location.

## **BRANDED BAG INSERTS**

**\$250**

Get new or exciting information about your organization in the hands of each conference attendee. Create your materials, ship it to the hotel and we'll do the rest. Inserts will be included in conference bags.

Our conference is a time to learn, recharge, and reconnect. Your support of the 2022 ICHRIE Conference will help strengthen our Spirit of Hospitality, Teaching, Learning, Research, and Organizational Culture.

***Thank you!***

Mary Jo and Kimberly

**For sponsorships & exhibiting information, please contact one of the following options:**

Contact Fran Brasseur at [fbrasseur@chrie.org](mailto:fbrasseur@chrie.org) or  
Amie Grayson at [agrayson@chrie.org](mailto:agrayson@chrie.org).