



# 2017 Annual ICHRIE Summer Conference & Marketplace Sponsorships Opportunities

International CHRIE is offering the following sponsorship opportunities to companies and organizations who are looking to promote their brands and take their products and services to the next level. Become an ICHRIE sponsor and support education for the hospitality and tourism industry while maximizing your exposure and building strong relationships at the Annual Conference and Marketplace Expo.

Sponsoring an event at the 2017 Annual ICHRIE Summer Conference and Marketplace Expo is an excellent opportunity to showcase your company to Deans, Directors and Professors from leading hospitality and tourism programs at institutions from across the United States and around the world.

**Each sponsorship opportunity has been designed to maximize your exposure to the ICHRIE membership and the entire hospitality and tourism education sector before, during and after the conference.**

## Benefit Packages may include:

- Logo posted on the ICHRIE website
- Logo included in the pre-show conference promotional brochure (subject to publication deadline)
- Logo included in the pre-show electronic conference newsletters
- Sponsorship recognition included on the office conference mobile app
- Logo included on the special sponsor "Thank You" signage located at registration and at the entrance to the Marketplace Expo.
- Logo included on signage relative to each sponsored event
- Logo slide recognition at each general session
- Special recognition at the 2017 ICHRIE Awards Ceremony & Gala
- Special recognition in the General Sessions & featured keynote address
- Badge ribbon denoting sponsor status

### Deans' and Directors' Program with Executive Luncheon Sponsor SOLD

**Wednesday, 26 July 2017** • Take advantage of this unique opportunity to welcome over 100 Deans and Directors—a prestigious group of executives from colleges and institutions from all over the world. At the invitation-only event, you will be put one-on-one with this exclusive group with an opportunity for your company to make a short presentation and network in an intimate lunch setting. Your company/institution's logo will appear on the invitation to the event.

### Career Advancement Academy Program Sponsors \$6000/each—2 available

**Wednesday, 26 July 2017** • Each year at the summer conference, ICHRIE offers a full-day of professional development consortiums through the ICHRIE Career Advancement Academy. Attendance at the Teaching, Research and Leadership Consortiums is limited and feature expert instructors and best practices in Hospitality & Tourism education. These full-day seminars are available to ICHRIE institutional and premium members at no additional cost and the sponsorship is a great way to plant your organization at the forefront of industry education. Benefits include your logo and marketing materials included in the course information and in each of the career academy session rooms, as well as all promotional materials leading up to the conference.

### Conference Registration Bag Sponsor \$10,000

One of the "hottest" and most sought after sponsorships available at the ICHRIE Conference! Each attendee will display your company logo as they carry the official conference bag throughout the event! This sponsorship goes fast and is a great opportunity for exposure. Conference bags are distributed from the attendee registration area. Your company logo will be featured on the conference bags themselves and showcased at the registration desk as well. A great bang for your marketing buck!

### Badge Holders / Lanyards Sponsor SOLD

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!

### Mobile App—Package Sponsor SOLD

This popular sponsorship includes your company logo at startup, logo in watermark for schedule, highlighted listing, one banner ad and landing page. Available through the Apple, Android and on the web, attendees can personalize schedules, keep track of sessions to attend and even take advantage of the social media connections through the app. ICHRIE will market the mobile app to all registered attendees leading up to and throughout the conference and even those not at the conference will be able to download the app and view the activities.

### Conference Signage Sponsor \$8,500

The 2017 Annual ICHRIE Summer Conference and Marketplace Expo will again have a high energy look and feel and your company can be a part of the excitement. 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 International CHRIE.



**Opening Keynote Session Sponsor**  
**\$7,500**

**Wednesday, 26 July 2017 • 6-7pm** • Your company has a great opportunity to be among the first to welcome attendees to Baltimore at the most anticipated event of the 2017 ICHRIE Conference and Marketplace. This sponsorship puts your company's message in front of the 2017 attendees as you welcome them and kick off the event. Benefits include the opportunity for your personal welcome and speaker introduction. Distribute your promotional materials or play your company video during the entrance or exit of the keynote speaker.

**Conference Session Sponsor**  
**SOLD**

Put your company's logo front and center in each meeting room at the conference! Here is your opportunity to take a leading role and maximize exposure of your company at ICHRIE. Your company logo will be attached to each podium at all concurrent sessions, announcing your sponsorship and providing continuous concentrated exposure to conference attendees.

**Cyber Café**  
**\$6,500**

The Cyber Café is open for all ICHRIE attendees to stay in touch and check emails. Welcome attendees as they enter the café and pass along your company literature as they leave. Not only are you showcased as a sponsor of the café, but you'll have the opportunity to set up a display and staff the area as well.

**Second General Session Sponsor**  
**\$6,500**

**Thursday, 27 July 2017 • 9-10am** • Put your company in the spotlight Thursday morning, as you welcome conference attendees to the session that officially kicks off the first full day of the annual conference. Maximize your exposure by sponsoring one of the largest sessions during the annual conference. Benefits include the opportunity for your personal welcome and speaker introduction. Distribute your promotional materials or play your company video during the entrance or exit of the speaker.

**Networking Refreshment Break Package Sponsor**  
**\$6,000 for 2 breaks**

Networking at ICHRIE is one of the most important aspects of the event. The refreshment break (2) sponsorship package gives you the opportunity to sponsor all of the networking breaks, ensuring your company's exposure throughout the conference. At each break, you'll be in prime position to meet & greet in a relaxed atmosphere. The refreshment breaks are a great, cost-effective way to maximize your exposure throughout the event. Please note: promotional literature must be submitted in advance to ICHRIE for approval.

**The Sponsorship includes two breaks on the following days:**

**Thursday, 27 July 2017** • One break, with time TBD

**Friday, 28 July 2017** • One break, with time TBD

**First-Time Attendees' Reception Sponsor**  
**SOLD**

**Wednesday, 26 July 2017** • The First Time Attendees Reception has become one of the most anticipated events at each ICHRIE Conference. Each year ICHRIE hosts an "ice-breaker" networking reception for first-time conference attendees with the ICHRIE Board of Directors in attendance. There will be an additional opportunity for exposure at the first-time attendee information session prior to the reception. As the reception sponsor, your company will be among the first to meet and greet these newcomers, and you'll have the opportunity to present your company as an ICHRIE sponsor.

**ICHRIE Board of Director's Dinner Sponsor**  
**\$5,500**

**Tuesday, 25 July 2017** • The Board of Director's dinner is an exclusive, private event designed to introduce or acquaint your company with all of ICHRIE's leadership. Bus and dinner signage are included in the sponsorship. This opportunity allows for one-on-one networking and the opportunity to create lasting relationships with key leaders and decision makers in ICHRIE.

**Mix & Mingle Reception Sponsors**  
**\$5,500/each**

Put your company in the spotlight by taking advantage of this new event designed to mix and mingle with ICHRIE Attendees. This is a great opportunity for attendees to build relationships with other attendees as well as your company. Drink tickets for attendees are included in this sponsorship. **The Sponsorship includes a Mix & Mingle Event on one of the following days: Thursday, 27 July 2017 • Friday, 28 July 2017**

**\*\*NEW FOR 2017\*\***  
**Welcome Snack Bags Sponsor**  
**SOLD**

Leave a lasting impression by sponsoring a welcome snack for conference attendees. The "Welcome Snack Sponsor" covers a snack and bottled water as our attendees check-in to the conference. The sponsor will be recognized on the signage and on social media as we welcome attendees.

**\*\*NEW FOR 2017 \*\***  
**Marketplace Spotlight Exhibitor**  
**\$5000**

**Wednesday/Thursday, 26-27 July 2017** • Your company will be the focus of the Marketplace Expo hall that will showcase your company as the industry leader and sponsor of International CHRIE. Network and interact face-to-face with conference attendees as they check out the latest products and services in the Marketplace Expo hall. Your company will have premium placement—front and center—in the marketplace with a large exhibit space and special signage noting your spotlight status. Registration confirmations for all attendees will feature your company name, logo, booth number and website—you will be in the spotlight with attendees before they even arrive in Baltimore!

**Welcome Reception/Marketplace**  
**Grand Opening Sponsor**  
**\$4500/each—4 available**

**Wednesday, 26 July 2017** • Be one of the first to welcome attendees to Baltimore and the 2017 Annual ICHRIE Summer Conference & Marketplace. This year's event will feature exciting local flair in an atmosphere perfect for networking and business. The "wow factor" will be in affect again for 2017 and your company will be center stage. The reception for the evening includes food and lively entertainment.

**Industry Awards Dinner & Gala Sponsors**  
**\$3600/each—4 available**

**Friday, 28 July 2017** • Host the exciting and prestigious event, where the industry's best and brightest stars receive awards from their peers. Your company will be seen front and center with company logo signage.

**\*\*NEW FOR 2017\*\***  
**Industry-experts Focus Groups**  
**\$3,500** (multiple times available)

A one-of-a-kind opportunity to host a focus group to introduce your products and/or services directly with conference attendees. Sessions will be held on-site during the conference and promoted on all ICHRIE social media outlets for additional exposure. Our new focus group opportunities are a fantastic way to receive feedback to aid in marketing, as well as the chance to develop valuable relationships with participants!

**Poster Session Sponsor**  
**\$3,500**

The poster sessions at the summer conference are growing in number and in popularity. Your company can take advantage of this buzz and sponsor the poster session area and the presentations boards. We'll showcase your logo on each of the presentation panels and in the area itself. This is a great way to build brand awareness and recognition with faculty.

**New Sponsorship Opportunities Designed with You in Mind**



**Conference Logo Merchandise**

Showcase your company by sponsoring official 2017 ICHRIE Conference apparel. Sponsorship includes your company logo imprinted on an assortment of conference gear and apparel. Each item will be included in the registration bag for use during the conference and will be a keepsake for all attendees.

**Conference Logo Flash Drive | \$7,500**

The 2017 Conference Flash Drive will feature your logo on one side and the 2017 Conference logo on the other. This sponsorship will put your logo into the hands of conference attendees on an item they will use after the conference is over. Be the first to take advantage of this unique sponsorship opportunity!

**Commemorative Conference Logo T-Shirt | \$6,500**

Showcase your logo along with the 2017 conference logo on our commemorative conference t-shirt. Always a hot giveaway, this t-shirt is sure to be a huge hit at the 2017 ICHRIE Conference! The shirts will be distributed to each attendee and will include your company/institution logo and tagline along with the 2017 ICHRIE Conference Logo.

**Conference Logo Mobile Stand/Screen Cleaner | \$3,500**

Technology is all around us and never more prevalent than with handheld devices. With the Mobile Stand/Screen Cleaner, every attendee will have a screen cleaner at their fingertips. Also a universal stand, it holds most devices for convenient viewing. When not in use, it hooks to your key chain for easy access.

**Conference Logo Stylus Ballpoint Pen | \$3,500**

Everyone knows how hard it is to find a pen when needed, but having to locate a stylus is even harder! In the retracted position, it's a stylus; when the plunger is pressed, it turns into a convenient ballpoint pen. With the Stylus/Ballpoint Pen, attendees will want to keep this combination item handy.

**Conference Logo Highlighter Pen | \$3,500**

With this combination pen and highlighter, attendees will be able to write and highlight the information they want to take back to share. A pen on one end and highlighter on the other makes this a go-to product for all.

**Conference Logo Candied Mint Tins | SOLD**

Each conference attendee will receive a tin of candied mints featuring your company's logo as the official mint sponsor of the ICHRIE conference. This new sponsorship will be a breath of fresh air at the conference!

**Conference Logo Sticky Notes | \$3,500**

Showcase your brand to each of the ICHRIE Conference attendees by sponsoring the official conference sticky notes to be distributed to each attendee in the conference bags. Attendees will use these sticky note pads back at their office for many months to come—keeping you in front of your target audience!

**Conference Logo Luggage Tags | \$3,250**

The official 2017 ICHRIE Conference Luggage tag will include your logo and tag line along with ICHRIE's logo and will travel with each attendee for years to come. The luggage tags will be included in the conference bags and will put your company's message in the hands of each attendee.

**Conference Logo Pens | \$3,250**

Your company logo will be imprinted on pens handed out to all conference attendees in the official conference bag they receive upon registration. Attendees will use these pens during the conference and carry a reminder of your sponsorship back to their office.

**Conference Logo Notepads | SOLD**

Notepads are handy at any conference—useful for taking notes during sessions and at table discussions. They're also great to pack in your briefcase for use back at the office. The official conference notepads will feature your company logo and will be handed out with registration materials.

# 2017 ICHRIE Sponsorship Contract

26-28 July 2017 | Baltimore, Maryland USA



Organization Name

Contact Name

Address 1

Address 2

City State/Province Zip/Postal Code Country

Telephone (with Country Code) FAX Email

## Sponsorships *Please check all that apply* (Note: Items in gray have been sold)

- Deans' & Directors' Program \$15,000
- Career Academy Program \$6,000/each
- Conference Registration Bags \$10,000
  - Badge Holders / Lanyards \$9,000
  - Mobile App—Overall Gold Package \$8,500
- Conference Signage \$8,500
- Opening Keynote/General Session \$7,500
  - Conference Session \$7,500
- Cyber Café \$6,500
- Second General Session \$6,500
- Networking Refreshment Breaks Package \$6,000/for 2
  - First Time Attendees' Reception \$6,000
- ICHRIE Board of Directors' Dinner \$5,500
- Mix & Mingle Reception  Thurs  Fri \$5,500/each
  - Welcome Snack Bag \$5,000
- Marketplace Spotlight Exhibitor \$5,000
- Welcome Reception/Marketplace \$4,500/each
- Industry Awards Dinner & Gala \$3,600/each
- Poster Session \$3,500
- Industry-experts Focus Group \$3,500

### Conference Logo Merchandise

- Official Conference Flash Drive \$7,500
- Official Conference T-Shirt \$6,500
- Conference Mobile Stand/Cleaner \$3,500
- Conference Stylus/Ballpoint Pen \$3,500
- Conference Pen/Highlighter \$3,500
  - Conference Mint Tins \$3,500
- Conference Sticky Notes \$3,500
- Conference Luggage Tags \$3,250
- Conference Pens \$3,250
  - Conference Notepads \$3,250

Total Sponsorship\* \$ \_\_\_\_\_

**\*Terms of Payment for Sponsorship:** All contracts for sponsorship must be accompanied by a 50% deposit of the total cost of the sponsorship. Failure to make the final payment constitutes a cancellation of this contract. Cancellation requests must be made in writing.

## Method of Payment *(payable in US dollars and drawn on a US bank)*

Check Enclosed  Visa  Mastercard  American Express  Discover \$ \_\_\_\_\_ Amount Enclosed

Card Number Expiration Date Security Code

Cardholder Name

Billing Address

City State/Province Zip/Postal Code

Cardholder Signature Date

Mail Check to: **ICHRIE, 2810 North Parham Road, Suite 230 | Richmond, Virginia USA 23294**

Fax to: **ICHRIE at 01 (804) 346-5009** • Email to: **conference@chrie.org**