



# 2019 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 2019 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 2019 ICHRIE Awards Ceremony & Gala
- Special recognition in the general session & featured keynote address
- Badge ribbon denoting sponsor status

### Badge Holders / Lanyards Sponsor

~~\$10,000~~ 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!

### Conference Signage Sponsor

~~\$6,500~~

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.

### Deans' & Directors' Program Luncheon Sponsor

~~\$10,000~~ SOLD

**Wednesday, 24 July 2019** • 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.

### 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, 25 July 2019 • Friday, 26 July 2019**

### Conference Registration Bag Sponsor

~~\$9,000~~

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!

### ICHRIE Board of Director's Dinner Sponsor

~~\$5,500~~ SOLD

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

### Mobile App—Package Sponsor

~~\$8,500~~ 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.

### Cyber Café

~~\$5,500~~

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.

### Conference Session Sponsor

~~\$5,500~~ 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.

### First-Time Attendees' Reception Sponsor

**\$5,000**

**Wednesday, 24 July 2019** • 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.

### Opening Keynote Session Sponsor

**\$3,500 SOLD**

**Wednesday, 24 July 2019** • 6-7pm • Your company has a great opportunity to be among the first to welcome attendees to New Orleans at the most anticipated event of the 2019 ICHRIE Conference and Marketplace. This sponsorship puts your company's message in front of the 2019 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.

### 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!

### Second General Session Sponsor

**\$3,000**

**Thursday, 25 July 2019** • 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

**\$3,000 for 4 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, 25 July 2019** • One break, with time TBD

**Friday, 26 July 2019** • One break, with time TBD

# How will you showcase your message to our Conference Attendees?

## Choose from one of these great options!

### Welcome Reception/ Marketplace Grand Opening Sponsors

**\$3,000/each—3 of 4 available**

**Wednesday, 24 July 2019** • Be one of the first to welcome attendees to New Orleans and the 2019 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 2019 and your company will be center stage. The reception for the evening includes food and lively entertainment.

### Career Advancement Academy Program Sponsors

**\$3,000/each—4 available**

**Wednesday, 24 July 2019** • 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.

### Industry Awards Dinner & Gala Sponsors

**\$3,600/each—4 available**

**Friday, 26 July 2019** • 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 Sponsorship Opportunities for 2019 Designed with You in Mind



### Conference Logo Merchandise

Showcase your company by sponsoring official 2019 ICHRIE Conference apparel. Sponsorship may include your company logo or conference 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 Conference Flash Drive will feature your logo on one side and the 2019 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!

#### Official Conference Logo T-Shirt | \$6,500

Always a hot giveaway, this t-shirt is sure to be a huge hit at the 2019 ICHRIE Conference! The shirts will be distributed to each attendee and will include your company/institution logo and tagline along with the 2019 ICHRIE Conference Logo. \*T-shirts will be handed out at registration desk upon check in.

#### Conference Logo Luggage Tags | ~~\$1,500~~ SOLD

Durable and quickly recognized in a crowd, the conference luggage tag is a favorite among attendees. Add your business card for easy readability through the translucent vinyl.

#### \*\*NEW\*\* Logo Silicone Card Sleeve (for phones) | \$750

The double pockets on this silicone card sleeve provide plenty of room for carrying identification, room keys, business cards, cash, credit cards and more! The sleeve adheres to mobile device and won't leave any sticky residue.

#### Logo Highlighter Pen | \$675

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.

#### \*\*NEW\*\* Logo Hand Sanitizer | \$600

This convenient sanitizer clips onto badge holders and bags at the ready to put an end to hand bacteria with no water needed. The travel-size bottle has a label where your logo will be showcased.

#### \*\*NEW\*\* Logo Stain Remover with Brush Tip | ~~\$550~~ SOLD

Food and drink spills don't have to ruin your evening attire thanks to this customized stain remover pen. Simply spray the stain remover on, brush the stain out and get then back to business.

#### \*\*NEW\*\* Logo Lip Balm | \$550

This aloe and Vitamin-E enriched formula lip balm that relieves and revitalizes dehydrated lips and protects them from the sun with SPF-15. Take in the sights of New Orleans and keep your lips protected.

#### Logo Stylus Ballpoint Pen | \$550

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.

#### Logo Candied Mint Tins | \$550

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 sponsorship will be a breath of fresh air at the conference!

#### Logo Cord Organizer | \$500

Traveling with technology doesn't have to be frustrating with our logo cord organizers. The flat design is perfect for stowing in luggage and convenient to wrap cords or ear buds around to help attendees have tangle-free travel.

#### Logo Lint Stick | \$500

Discreet design and compact size, about the size of a tube of lipstick, this lint stick fits easily in a pocket or purse. It comes with a cap and clip making it even easier to store and carry. Perfect for last minute touch-ups.

#### Logo Sticky Notes | \$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!

#### Logo Pens | \$500

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.

#### Logo Notepads | ~~\$500~~ SOLD

Notepads are handy at any conference—useful for taking notes during sessions and at table discussions. Attendees will take these notepads featuring your company logo in briefcase and purse for use back at the office.

# 2019 ICHRIE Sponsorship Contract

24-26 July 2019 | New Orleans, Louisiana 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)

- |   |               |             |
|---|---------------|-------------|
| <input type="checkbox"/> Badge Holders / Lanyards   | \$10,000      | <b>SOLD</b> |
| <input type="checkbox"/> Deans' & Directors' Program  | \$10,000      | <b>SOLD</b> |
| <input type="checkbox"/> Conference Registration Bags   | \$9,000       |             |
| <input type="checkbox"/> Mobile App—Overall Gold Package  | \$8,500       | <b>SOLD</b> |
| <input type="checkbox"/> Career Academy Program   | \$3,000/each  |             |
| <input type="checkbox"/> Conference Signage   | \$6,500       |             |
| <input type="checkbox"/> Mix & Mingle Reception <input type="checkbox"/> Thurs <input type="checkbox"/> Fri | \$5,500/each  |             |
| <input type="checkbox"/> ICHRIE Board of Directors' Dinner  | \$5,500       | <b>SOLD</b> |
| <input type="checkbox"/> Cyber Café   | \$5,500       |             |
| <input type="checkbox"/> Conference Session   | \$5,500       | <b>SOLD</b> |
| <input type="checkbox"/> First Time Attendees' Reception  | \$3,000       |             |
| <input type="checkbox"/> Opening Keynote/General Session  | \$3,500       | <b>SOLD</b> |
| <input type="checkbox"/> Industry-experts Focus Group   | \$3,500       |             |
| <input type="checkbox"/> Second General Session   | \$3,000       |             |
| <input type="checkbox"/> Networking Refreshment Breaks Package  | \$3,000/for 2 |             |
| <input type="checkbox"/> Welcome Reception/Marketplace  | \$3,000/each  |             |
| <input type="checkbox"/> Industry Awards Dinner & Gala  | \$3,600/each  |             |

## Conference Logo Merchandise

- |  |         |             |
|--|---------|-------------|
| <input type="checkbox"/> Official Conference Flash Drive | \$7,500 |             |
| <input type="checkbox"/> Official Conference T-Shirt     | \$6,500 |             |
| <input type="checkbox"/> Logo Luggage Tags               | \$1,500 | <b>SOLD</b> |
| <input type="checkbox"/> Logo Silicone Card Sleeve       | \$750   |             |
| <input type="checkbox"/> Logo Pen/Highlighter            | \$675   |             |
| <input type="checkbox"/> Logo Hand Sanitizer             | \$600   |             |
| <input type="checkbox"/> Logo Stain Remover with Brush   | \$550   | <b>SOLD</b> |
| <input type="checkbox"/> Logo Lip Balm                   | \$550   |             |
| <input type="checkbox"/> Logo Stylus/Ballpoint Pen       | \$550   |             |
| <input type="checkbox"/> Logo Mint Tins                  | \$550   |             |
| <input type="checkbox"/> Logo Cord Organizer             | \$500   |             |
| <input type="checkbox"/> Logo Travel Toothbrush          | \$500   |             |
| <input type="checkbox"/> Logo Lint Stick                 | \$500   |             |
| <input type="checkbox"/> Logo Sticky Notes               | \$500   |             |
| <input type="checkbox"/> Logo Conference Pens            | \$500   |             |
| <input type="checkbox"/> Logo Notepads                   | \$500   | <b>SOLD</b> |

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**