



# 2020 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 2020 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 pre-show electronic conference newsletters
- Sponsorship recognition included on the conference mobile app
- Logo included on the special sponsor “Thank You” signage located in high traffic areas of the conference
- Logo included on signage relative to each sponsored event

- Logo slide recognition at each general session
- Special recognition at the 2020 ICHRIE Awards Ceremony & Gala
- Special recognition in the general session & featured keynote address
- Badge ribbon denoting sponsor status

## Deans’ and Directors’ Program Sponsor \$7,500 Deans’ and Directors’ Luncheon Sponsor \$7,500

Wednesday, 22 July 2020 • 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 \$6,000/each—2 available

Wednesday, 22 July 2020 • Each year at the summer conference, ICHRIE offers 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 seminars are available 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 \$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!

## 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.

## Conference Signage Sponsor \$8,500

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.

## Opening Keynote Session Sponsor \$7,500

Wednesday, 22 July 2020 • 6-7pm • Your company has a great opportunity to be among the first to welcome attendees to Phoenix at the most anticipated event of the 2020 ICHRIE Conference and Marketplace. This sponsorship puts your company’s message in front of the 2020 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

**\$7,500**

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, 23 July 2020 • 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, 23 July 2020 • One break, with time TBD  
Friday, 24 July 2020 • One break, with time TBD

### First-Time Attendees' Reception Sponsor

**\$6,000**

Wednesday, 22 July 2020 • 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 SOLD**

Tuesday, 21 July 2020 • 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, 23 July 2020 • Friday, 24 July 2020

### Welcome Snack Bags Sponsor

**\$5,000**

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.

### Welcome Reception/Marketplace Grand Opening Sponsors

**\$4,500/each—4 available**

Wednesday, 22 July 2020 • Be one of the first to welcome attendees to Phoenix and the 2020 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 2020 and your company will be center stage. The reception for the evening includes food and lively entertainment.

### Industry Awards Dinner & Gala Sponsors

**\$3,600/each—4 available**

Friday, 24 July 2020 • 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.

### 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.

## Sponsorships Designed with You in Mind



### Conference Logo Merchandise

Showcase your company by sponsoring official 2020 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 2020 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 2020 ICHRIE Conference! The shirts will be distributed to each attendee and will include your company/institution logo and tagline along with the 2020 ICHRIE Conference Logo. \*T-shirts will be handed out at registration desk upon check in.

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

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.

#### Logo Waterproof Pouch | \$1,500

Keep your electronics safe and dry when you travel for work or vacation. This waterproof travel pouch has a double zipper top closure and double fold with snap closure and a clear front to see what's inside.

#### 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.

#### Logo Mobile Stand/Screen Cleaner | \$600

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. As a universal stand, it holds most devices for convenient viewing and, when not in use, it hooks to your key chain for easy access.

#### 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 Travel Toothbrush | \$500

Convenient, compact size makes this toothbrush a perfect travel companion for attendees. The hygienic cover doubles as toothbrush handle and is a cinch to pull out for a quick brush.

#### 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 SOLD

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.

# 2020 ICHRIE Sponsorship Contract

22-24 July 2020 | Phoenix, Arizona 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  Mixer/Recp \$7,500/each
- Career Academy Program \$6,000/each
- Conference Registration Bags \$10,000
- Badge Holders / Lanyards SOLD
- Mobile App—Overall Gold Package SOLD
- 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 SOLD
- Mix & Mingle Reception  Thurs  Fri \$5,500/each
- Welcome Snack Bag \$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
- Logo Luggage Tags SOLD
- Logo Waterproof Pouch \$1,500
- Logo Pen/Highlighter \$675
- Logo Mobile Stand/Cleaner \$600
- Logo Stylus/Ballpoint Pen \$550
- Logo Mint Tins \$550
- Logo Cord Organizer \$500
- Logo Travel Toothbrush \$500
- Logo Lint Stick \$500
- Logo Sticky Notes \$500
- Logo Notepads SOLD
- Conference Pens SOLD

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**