

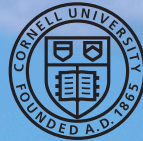


APRIL 27 - 29, 2020  
LOEWS MIAMI BEACH HOTEL

Presented by



The Hotel School  
Cornell  
SC Johnson College of Business



ILR School

**2020**  
***Exhibitor & Sponsor***  
***Prospectus***

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# Why Exhibit & Sponsor?

Don't miss out on the opportunity to meet and network with hundreds of HR, employment law and labor relations professionals from the hospitality industry. The annual HR in Hospitality Conference & Expo, the original and premier event of its kind, is coming to Miami, Florida. Over three days, and under one roof, you will have the opportunity to get in front of key decision makers from this niche audience to showcase and discuss your products and services. With a program developed by experts and delivered by some of the most well-known and renowned names in the industry, the 2020 conference will draw high-level attendees you will want to meet. Presentations and discussions will focus on practical solutions highlighting implications for real-world business challenges. We know this is where attendees' interests will intersect with yours, as an exhibitor or sponsor. Some of the organizations that have been represented by attendees in previous years are listed below.

We hope to see you there!

## #HRinHosp By the Numbers

**70**

***Distinguished  
Speakers***

**3**

***Three days of networking  
with key decision makers  
in the hospitality industry***



***68% of attendees are  
Directors or above  
at their Organizations***

**1**

***The only HR expo of  
its kind specific to the  
hospitality industry***

## Companies That Have Attended in the Past:

Accor Hotels

Aramark Corp.

Aria Resort & Casino

Bar Louie

Best Western Hotels & Resorts

Boyd Gaming

Caesars Entertainment Corp.

Compass Group

Crestline Hotels & Resorts

Darden Restaurants, Inc.

FRHI Hotels & Resorts

Golden Nugget Hotel & Casino

Greenwood Hospitality

Hard Rock Hotel & Casino

Hilton Hotels & Resorts

Hyatt Hotels Corporation

InterContinental Hotels Group

Interstate Hotels & Resorts

Jack in the Box

JetBlue Airways

Kimpton Hotel & Restaurants

Little Caesars

Loews Hotels & Co.

Maritz Travel Company

Marriott International

McDonald's

MGM Resorts International

Morton's The Steakhouse

New Castle Hotels & Resorts

Norwegian Cruise Line

Omni Hotels

Pivot Hotels & Resorts

Pret a Manger

Quaker Steak & Lube

Sheraton Hotels & Resorts

Sodexo

Sofitel Hotels & Resorts

The Four Seasons Hotels & Resorts

The Kessler Collection

The Ritz-Carlton

True Food Kitchen

Two Roads Hospitality

Union Square Hospitality Group

Vail Resorts

Viceroy Hotels & Resorts

Waldorf Astoria Hotels & Resorts

Wyndham International



# Exhibitor Opportunities

**Don't Miss Your Opportunity  
Limited Booths Available!**

**Secure  
Your  
Spot!**

## 2020 Expo Hours

### Sunday, April 26

Move-in 7:00 pm - 10:00 pm

Light refreshments included

### Monday, April 27

Breakfast 7:30 am - 9:00 am

Refreshment Break 10:00 am - 10:30 am

Networking Lunch with Discussion Tables 11:30 am - 1:00 pm

Refreshment Break 2:00 pm - 2:30 pm

### Tuesday, April 28

Breakfast 7:30 am - 9:00 am

Refreshment Break 10:00 am - 11:00 am

Networking Lunch with Discussion Tables 12:00 pm - 1:30 pm

Refreshment Break 2:30 pm - 3:00 pm

Move-out 3:00 pm - 5:00 pm

*Schedule subject to change*

## Booth Packages

10' x 10' Premium Booth  
only 4 available **\$5,500**

10' x 10' Booth  
only 5 available **\$5,000**

8' x 8' Premium Booth  
only 20 available **\$5,000**

8' x 8' Booth  
only 14 available **\$4,500**

## Reserve your booth today and receive:

- ✓ **Printed Show Guide, Online and Mobile App Profiles**  
300 characters, company name, website URL, booth #
- ✓ Invitation to Monday evening conference attendee networking reception
- ✓ Complimentary post-show mailing list of attendees for one-time postal use – a \$500.00 value!
- ✓ Up to 3 passes per booth space to staff your company's exhibit

## Lead a lunch discussion!

Reserve your booth early to take advantage of this great opportunity at no additional cost! Exhibitor-led discussion tables are available on a first-come, first-served basis.

Each day there will be a limited number of tables at the lunch provided to all attendees reserved for exhibitors interested in leading a discussion. You choose a discussion topic related to your products/services, promoting your company as industry thought leaders.

Your representative acts as the discussion host, prepares a few leading questions to get the conversation going, and the rest is truly organic. You can bring marketing materials, however, please refrain from sales pitches, using slides, or presentation materials – no electric or A/V will be available.



# Sponsorship Upgrades

|   | Diamond<br>\$25,000 | Platinum<br>\$20,000 | Gold<br>\$15,000 | Silver<br>\$12,500 |
|---|---------------------|----------------------|------------------|--------------------|
| Your company's full-color logo with link on the conference homepage                       | ✓                   | ✓                    | ✓                | ✓                  |
| Your company's logo on the cover of the 2020 Show Guide                                   | ✓                   | ✓                    | ✓                | ✓                  |
| Your company's logo included in email, print & social media marketing                     | ✓                   | ✓                    | ✓                | ✓                  |
| Onsite signage with your company's logo   | ✓                   | ✓                    | ✓                | ✓                  |
| Access to the pre-show postal mailing list, 30 days in advance of the event               | ✓                   | ✓                    | ✓                | ✓                  |
| Pass(es) for your organization's employees  | 4 passes            | 2 passes             | 2 passes         | 1 pass             |
| Buyer passes to invite your best qualified customers to join you as conference attendees  | 2 passes            | 2 passes             | 1 pass           | 1 pass             |
| Basic 8' x 8' exhibit booth   | ✓                   | ✓                    | ✓                | ✓                  |
| 1 pre-show email blast to registered attendees with your provided HTML - a \$3,500 value! | ✓                   |                      |                  |                    |
| Two-page, full-color ad in the 2020 Show Guide – a \$2,995 value!                         | ✓                   |                      |                  |                    |
| Full-page, full-color ad in the 2020 Show Guide – a \$1,500 value!                        |                     | ✓                    |                  |                    |
| Half-page, full-color ad in the 2020 Show Guide   |                     |                      | ✓                |                    |
| Attendee Promotional Material – a \$1,000 value!  | ✓                   | ✓                    | ✓                | ✓                  |

***Gain visibility and stand out from other exhibitors with these sponsorship upgrades***

\*\*\*All upgrades on this page also include one basic 8' x 8' exhibit booth\*\*\*

# Sponsorship Opportunities

\*\*\*The following Sponsorship Opportunities are not included in the cost of your booth and DO NOT include a booth in the pricing\*\*\*

## **Wi-Fi Sponsorship**

**\$15,000 (1) available**

You select the custom wireless network name and password used to keep attendees connected in the expo hall and all conference areas! Interested in getting even more exposure? Upgrade the wifi sponsorship for just \$2,000 more and get a branded splash login page or first page redirect.

## **Sponsored Breakfast Sessions**

**\$12,500 each (3) available**

You choose the topic and select the speaker(s), and we'll advertise your 60-minute breakfast session in the Show Guide, on the conference website, materials and social media. Sessions available on Monday, Tuesday & Wednesday.

**Speakers must be identified 30 days in advance of the event for inclusion in print materials.**



## **After Hours Networking Reception**

**\$8,500 (1) available**

Stand out as a premier business in the industry while attendees enjoy hors d'oeuvres and drinks after the conference ends. This includes recognition at the Monday night reception on the American Lawn and company logo on conference website, materials and social media. You may choose to enhance the event by providing your own additional branding items.

## **Attendee Bags**

**\$6,800 (1) available**

Each attendee receives a top-quality bag that is imprinted with your two-color logo and the conference logo. This sponsorship provides great exposure long after the event has ended as attendees take the bags home to use.

## **Badge Lanyards**

**\$6,500 (1) available**

This always-on-display item is a high-visibility opportunity to increase the awareness of your company at the show. We reproduce your logo on double-sided lanyards that attendees use to hold their name badges — so every time an attendee looks for another's name, they'll see yours too!

## **Lunches in Expo Hall**

**\$6,500 each (2) available**

Just about every attendee will come to lunch in the Expo Hall. Sponsorship includes recognition at the lunch, company logo on conference website, materials and social media. You may choose to further your exposure by providing your own additional branding items.

## **Beach Towel**

**\$6,000 (1) available**

Each attendee will receive a beach towel, these high-visibility towels will be sought before, during and after the conference. Your one-color logo on the towel is not only prominent at the conference, it will likely be used throughout the year.



**See More Opportunities**

## ***Badges***

### ***\$6,000 (1) available***

We'll give your logo prominent placement on the front of every name badge. Double your exposure by providing 4.25" x 5.47" artwork for the back of each badge — your ad shows through each badge's clear protective cover, drawing the eyes of every attendee to your custom message.

## ***Continental Breakfasts***

### ***\$5,000 each (3) available***

Get the attendees off to a great start — and get them thinking about your company first thing in the morning. This includes recognition at the breakfast and company logo on conference website, materials and social media. Further your exposure by providing cups and napkins with your logo as well as promotional material near the tables.

## ***Mobile App***

### ***\$5,000 (1) available***

You'll be prominently recognized as the mobile app sponsor with your company's full-color logo and provided ad as the splash page seen by all attendees using the app.

## ***Charging Station***

### ***\$5,000 (1) available***

Your branding will be displayed on 3 charging stations where attendees will be able to charge their mobile devices. While they watch and wait to recharge, your logo is the one they will see!

## ***Registration Area***

### ***\$5,000 (1) available***

Get attendee's attention as soon as they arrive at the conference! Your company logo will be on display for the duration of the event. Increase your exposure by providing your company's materials for handout or with a provided literature display.



## ***Hotel Key cards***

### ***\$3,500 (1) available***

Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. Your provided artwork will be on the front and back of each room key.

## ***Registration Pens***

### ***\$3,500 (1) available***

Have your branded pens be the only ones attendees pick up at registration! Your company will provide the pens, giving you early exposure at check-in and continuous exposure as they're used throughout the conference.

## ***Refreshment Breaks***

### ***\$3,000 each (4) available***

Provide attendees with a well-deserved break between sessions. Sponsorship includes recognition at the break, company logo on conference website, materials and social media. Further your exposure by providing cups and napkins with your logo as well as promotional material near the tables.

## ***Online Program Materials***

### ***\$3,000 (1) available***

Get long-term exposure by sponsoring the program materials posted online for up to 6 months after the event. We'll print and distribute to attendees a full-color flyer featuring your company's logo and the password to access all the materials, plus your logo will be the first thing attendees see when accessing materials.

## ***Session Notepads***

### ***\$2,500 (1) available***

We'll place the notepads that you provide on tables at the Plenary Sessions and at the entrance to each session room throughout the event. Attendees will use them to take notes during sessions and won't be able to miss your marketing message as they write!



# Advertising Opportunities

## **Pre-Show Email to all attendees**

**\$3,500 each (5) available**

With this option a pre-show email blast will be sent to all registered attendees with your provided HTML; allowing you to drive more traffic to your exhibit booth. HTML to be provided no later than two weeks in advance of the event. Email send date subject to event scheduling.

## **Hotel Guest Room Drop**

**\$3,500 (Flyer & Gift)**

**\$2,500 (Flyer Only)**

You provide the flyer which will be delivered to every attendee's hotel room on the evening of your choice. What a great way to greet our attendees — and guarantee they'll have you in mind when they hit the show floor. Want to add a gift? We'll deliver the flyer and gift to attendees' hotel rooms.

## **Plenary Seat drop**

**\$3,500 (2) available**

You provide the print materials no larger than 8 1/2" x 11: and we will place them at every seat for the opening plenary of the day on Monday or Tuesday of the conference.

## **Pre-Show mailing list rental**

**\$500 each unlimited**

Use our mailing list of pre-registered attendees for one-time postal use — enabling you to drive traffic to your booth before the show begins! You will receive the list approximately 30 days in advance of the event. It will include name, title, company and mailing address fields. No email addresses or phone numbers will be supplied. No updates to the list will be provided.

## **Schedule of Events**

**\$2,500 each (2) available**

Your marketing message will be prominently featured on your provided 7.5" (w) x 2" (h) full-color ad to be included on the flyer listing the next day's schedule, which will be delivered each evening to attendees' guest rooms. Be the first brand attendees recognize as they plan their day.

## **Double-Sided Meter Board**

**\$2,500 each**

Your company's message will truly be on display with this full-color 38.5" x 93" double-sided sign. Placed in a key high-traffic location, this sign is sure to draw attendees to your company and your booth.

## **Attendee Promotional Material**

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

Maximize your on-site exposure and get your message into the hands of attendees by providing your company's promotional material at registration. Approved items or pre-printed materials (8-page maximum, 8.5" x 11" maximum size, must lay flat) to be shipped to the venue must arrive no more than 5 days in advance of the event.



**See More Advertising Opportunities**

# Advertising Opportunities

## 2020 Agenda/Program Brochure

Draw attendees to your booth with an ad that spotlights your conference presence, products and giveaways. The attractive full-color glossy Show Guide serves as attendees' directory to the Expo and every minute of the conference.

## Ad Space Commitment Deadline:

February 3, 2020

## Materials Deadline:

March 25, 2020

### Advertising Rates

|                    |         |
|--------------------|---------|
| Full Page          | \$1,500 |
| Two-Page Spread    | \$2,995 |
| Inside Front Cover | \$1,750 |
| Inside Back Cover  | \$1,750 |
| Back Cover         | \$2,500 |

Upgrade to a digitally displayed ad for just \$250 more than list prices



## Secure Your Sponsorship Today!



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