National HR in Hospitality™ Conference

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

HRinHosp.com
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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

Exibitor 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 15 available	**$5,500**
10' x 10' Booth only 10 available	**$5,000**
8' x 8' Premium Booth only 15 available	**$5,000**
8' x 8' Booth only 4 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 $25,000	Platinum $20,000	Gold $15,000	Silver $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 (2) 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 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 SOLD

$6,500

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 SOLD

$6,000

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 (2) 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 attendtion 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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