



## SPONSORSHIP PROSPECTUS

The Caribbean Hospitality Industry Exchange Forum (CHIEF) was created to address critical issues that affect the hotel industry in the following areas: Operations, Sales & Marketing, Technology, and Sustainability in order to improve profit. The conference will take place June 2 – 4, 2017 at Hyatt Regency Miami, Miami, Florida with an expected attendance of 350 Hoteliers, Hotel Association Executives and Hospitality Product and Service Providers.

### **PLATINUM SPONSORSHIPS – USD\$15,000**

**(Company will receive the specific benefits under the category purchased and Platinum Sponsor benefits)**

#### **(EXCLUSIVE) Friday, June 2, 2017 Opening Session and Reception Sponsor**

- Opportunity for welcome remarks at the Reception
- Special VIP seating for 10 guests at “Opening Session” (Inclusive of the 5 registered delegates and 5 guest for that night only)
- Recognition during Opening Session
- Branded bars at reception area

#### **Exclusive Session Sponsor**

- Choice of one track within the categories of: Operations, Sales & Marketing, Sustainability or Technology.
- Opportunity to submit an educational roundtable session for Saturday or Sunday; with CHTA approval (based on space availability and topic relevance)
- Opportunity to welcome attendees, connect with panelists and be a thought leader in your business category
- Logo inclusion on the opening slide of the session

#### **➤ Platinum Sponsor general benefits include:**

- 5 CHIEF Delegate Registrations (inclusive of speaker if invited)
- 2 tabletop display area with strategic placement on show floor
- 10% Discount on one additional registration
- Up to 5 Company promotional submissions on event social media outlets
- 1 Exclusive electronic emails sent to event delegates
- 1 Special feature on the CHTA monthly newsletter
- Recognition as Platinum Sponsor in Event Program
- ½ page color ad in the Event Program
- Distribution of promotional materials at conference
- Logo inclusion on all marketing collateral and event signage
- Logo and hyperlink on website
- Access to pre and post attendee list
- Opportunity to provide a webinar on a subject, with prior approval, posted on event website

**GOLD SPONSORSHIPS – \$5,000 to \$10,000**  
**(Company will receive the specific benefits under the category purchased**  
**with Gold Sponsor general benefits below)**

**Coffee Break Sponsorship (\$10,000) – Saturday and Sunday: includes:**

- Logo on sponsored event signage at stations, coffee cups and coffee sleeves
- Opportunity to distribute promotional materials
- Opportunity to decorate and brand coffee break areas, total of 2 stations
- Opportunity to have staff present in coffee break areas during operational hours

**Saturday Lunch Sponsorship (\$10,000) includes:**

- Opportunity to decorate & brand the trade show lunch area on Saturday only with your company banners (to be provided by company)
- Opportunity to distribute promotional materials on tables
- Opportunity to promote a give- away at luncheon

**Program Book Sponsorship (\$8,500) includes:**

- Logo on cover of program book
- Opportunity for branding on each page of program book
- Opportunity to provide one ½ page ad for the program book

**Charging Station Lounge Sponsorship (\$7,800) includes:**

- Branded logo coffee table station set-up style with chairs
- Opportunity to decorate and brand the charging station area with banners and material
- Opportunity to have staff present in that area to promote your product

**Delegate Bag Sponsorship (\$6,500) includes:**

- Opportunity to co-brand cover of bag
- Opportunity to distribute promotional collateral in bags
- Opportunity for selected staff to help distribute bags during registration

**Social Media Sponsorship (\$6,500) includes:**

- Opportunity to have company branding on twitter board through-out event
- Opportunity to have a promoted post by CHTA on Facebook & Twitter and company hyperlink
- Opportunity to provide a Facebook contest to be distributed by CHTA

**Co-sponsor Educational Session (\$5,000) – 3 sponsors per session – Includes:**

- Opportunity to welcome attendees, connect with panelists and be a thought leader in your category of business
- Opportunity to distribute promotional materials
- Logo inclusion on the opening slide of the session

**Gold Sponsor Benefits include:**

- 3 CHIEF Delegate Registrations(inclusive of speaker if invited)
- 1 tabletop display area with strategic placement on show floor
- 10% Discount on one additional registration
- Logo recognition on all marketing collateral and event signage
- Logo and hyperlink on website
- Up to 3 Company promotional submissions on event social media outlets
- Recognition as Gold Sponsor in Event Program
- Access to pre and post attendee list
- Recognition during General Session



**Please choose one or more of the following sponsorship opportunities: (All sponsorships subject to availability and must be an upstanding CHTA & NHTA Member in good standing:**

- ☐ Opening Session & Reception Platinum Sponsorship (\$15,000)
- ☐ Exclusive Platinum Education Session Sponsorship – (\$15,000)
- ☐ Coffee Break Sponsorship (\$10,000)
- ☐ Saturday Lunch Sponsorship (\$10,000)
- ☐ Program Book Sponsorship (\$8,500)
- ☐ Charging Station lounge Sponsorship (\$7,800)
- ☐ Delegate Bag Sponsorship (\$6,500)
- ☐ Social Media Sponsorship (\$6,500)
- ☐ Education Session Co -Sponsorship – (\$5,000)

**Please fill out the below contact information and send back (via email) to**  
**Matt Cooper at [Matt@caribbeanhotelandtourism.com](mailto:Matt@caribbeanhotelandtourism.com) or**  
**Gabi Doria –Simpson at [gabi@caribbeanhotelandtourism.com](mailto:gabi@caribbeanhotelandtourism.com)**

**For questions you may call us at 305.443.3040.**

**Company Name:**

**Company Contact:**

**Email Address:**

**Phone Number:**

**Signature:**