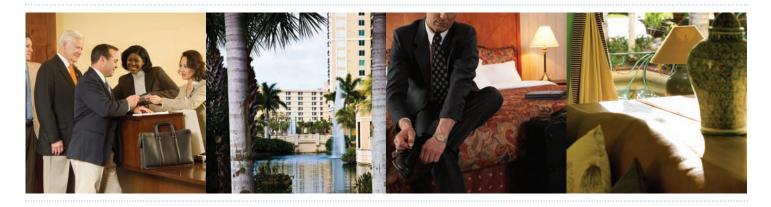
2009 SPONSORSHIP OPPORTUNITIES





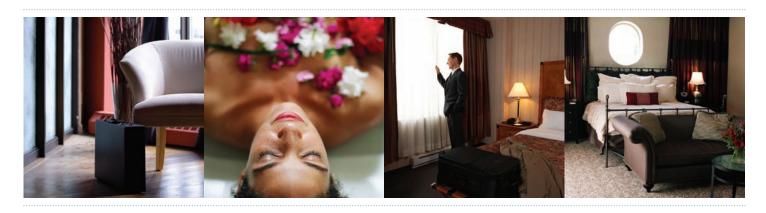
APRIL 22-24, 2009 FOUR SEASONS LAS VEGAS

THE YEAR'S MOST PRODUCTIVE **NETWORKING EVENT FOR SENIOR-LEVEL** HOTEL TECHNOLOGY EXECUTIVES.

"Hotel Technology Forum continues to provide the ultimate networking and information exchange in the hospitality technology industry.

- WALTER ZALEWSKI, AL J. SCHNEIDER COMPANY

ENTERING IT'S 5TH YEAR, Hospitality Technology's **HOTEL TECHNOLOGY FORUM BRINGS TOGETHER OVER 100** HIGH-LEVEL. HARD-TO-REACH HOTEL EXECUTIVES FOR AN EXCLUSIVE LEADERSHIP FORUM AND RELATIONSHIP BUILDING EVENT, WITH AN AGENDA TAILORED TOWARDS RESULTS-DRIVEN EXECUTIVES AND DELIVERING A UNIQUE MIX OF STRATEGIC INSIGHTS AND TACTICAL ANALYSIS, THE HANDS-ON NATURE OF THE HOTEL TECHNOLOGY FORUM OFFERS SPONSORS A UNIQUE OPPORTUNITY TO GAIN VALUABLE INSIGHT INTO THE CHALLENGES FACING HOTEL EXECUTIVES.



LIMITED SPONSORSHIPS AVAILABLE. CONTACT YOUR HT ACCOUNT EXECUTIVE TODAY.



BRINGING LEADERS TOGETHER.

That's what the *HT* Hotel Technology Forum is all about.

The HT Hotel Technology Forum will take place at the luxurious Four Seasons Hotel in Las Vegas. Unlimited networking opportunities, including golf, serves to maximize sponsorship value. A level playing field and limited sponsors keeps the event focused on relationship building.

2008 SPONSORS

TITLE MICROSOFT

PLATINUM

Agilysys Cisco NXTV

GOLD

Merchant Link
Citizen
Swisscom
First Data
Philips
Four Winds Interactive
Extenway
Softbrands
Fat Pipe Networks

Altiuspar
Stored Value Systems
Amadeus
Newmarket International
Southern DataComm
Guesttek
World Cinema
iBahn
TeleAdapt
Passkey

SILVER

Pyramid Consulting
SDD Systems
MSI
Alcatel-Lucent
Envysion

SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

1 Available

Renewal/Upgrade: \$35,000 New Sponsor: \$400,000

TITLE SPONSORSHIP BENEFITS:

- One staff member to sit on Editorial Ac `ard Brea.
- The opportunity to host Topic Table discus.
 ng networking lunch.
- Six-foot tabletop to display like and promional materials throughout Forum traffic.
- Unlimited net nities essions, meals, and entertaint event iver not unsoring vendor personnel value admitted.
- Significant roman, include our corporate logo or company on all positions of the Forum Web site, on-site are rials.
 - e opposition to have a senior level executives from your
 Il Forum sessions, activities, and golf.
- provide up to five hotel customer and/or prospect nar whom HT will offer complimentary hotel/ registration packages and an additional 10 hotel customers/ prospects whom HT will offer complimentary registrations.
- The opportunity to introduce Forum speakers, offered to sponsors on a first-ask, first-choice basis.
- Complete contact list for all Forum attendees two weeks prior and following event.

PLATINUM SPONSORSHIP

5 Available

Renewal/Upgrade: \$22,500 New Sponsor: \$27,500

PLATINUM SPONSORSHIP BENEFITS:

- Exclusive sponsorship of one of the following (based on first-come, first-selected basis):
 - Opening and Closing Keynote Addresses 1st Day Networking Luncheon • Opening Cocktail Reception
 - Golf sponsorship (Golf Towels with logo, Golf Balls with logo, Golf Holes signage, Box Lunches with logo) 2nd Night cocktail reception
- Six-foot tabletop to display literature and promotional materials throughout the Forum at a high-traffic location.
- Unlimited networking opportunities at Forum sessions, meals, and entertainment events. No other non-sponsoring vendor personnel will be admitted.
- Significant recognition, including your corporate logo or company name on all pre-Forum promotion, the Forum Web site, on-site signage and Forum program materials.
- The opportunity to have four senior level executives from your company attend all Forum sessions and activities.
- Complimentary golf for two company staff members.
- The opportunity to provide up to five hotel customer and/or prospect names to whom HT will offer complimentary hotel/ registration VIP packages and an additional 10 hotel customers/ prospects to whom HT will offer complimentary registrations.
- The opportunity to introduce Forum speakers, offered to sponsors on a first-ask, first-choice basis (based on availability).
- The complete contact list for all Forum attendees two weeks prior and following the event.
- Sponsorship of an e-postcard with up to 5 tabs to be mailed leading up to event, promoting key speaker and networking updates and opportunities (one HT tab highlighting updates plus one tab per Platinum sponsor).

SPONSORSHIP OPPORTUNITIES (Continued)

GOLD SPONSORSHIP

17 Available

Renewal/Upgrade: \$16,500 New Sponsor: \$27,500

GOLD SPONSORSHIP BENEFITS:

- Six-foot tabletop to display literature and promotional materials throughout the Forum at a high-traffic location.
- Unlimited networking opportunities at Forum sessions, meals, and entertainment events. No other non-sponsoring vendor personnel will be admitted.
- Significant recognition, including your corporate logo or company name on all pre-Forum promotion, the Forum Web site, on-site signage and Forum program materials.
- The opportunity to have two senior level executives from your company attend all Forum sessions and activities.
- Complimentary golf for two company staff members.
- The opportunity to provide up to four hotel customer and/or prospect names to whom HT will offer complimentary hotel/registration VIP packages and an additional seven hotel customers/prospects to whom HT will offer complimentary registrations.
- The opportunity to introduce Forum speakers, offered to sponsors on a first-ask, first-choice basis (based on availability).
- The complete contact list for all Forum attendees two weeks prior and following the event.

SILVER SPONSORSHIP

5 available

Renewal/Upgrade: \$10,000 **New Sponsor: \$15,000**

SILVER SPONSORSHIP BENEFITS:

- Unlimited networking opportunities at Forum sessions, meals, and entertainment events. No other non-sponsoring vendor personnel will be admitted.
- Significant recognition, including your corporate logo or company name on all pre-Forum promotion, the Forum Web site, on-site signage and Forum program materials.
- The opportunity to have two senior level executives from your company attend all Forum sessions, activities and golf.
- The opportunity to have two senior level executives from your company attend all forum sessions.
- Complimentary golf for one company staff members.
- The opportunity to provide up to two hotel customer and/or prospect names to whom HT will offer complimentary hotel/ registration VIP packages and an additional five hotel customers/prospects to whom HT will offer complimentary registrations.
- The complete contact list for all Forum attendees two weeks prior and following the event.

*This level does not include a six-foot tabletop

NEW SPONSORSHIP UPGRADE OPPORTUNITY

Innovation Showcase Sponsorship

Only 4 Available

Innovation Sponsorship upgrade: \$5,000 additional

- Sponsorship not available as a stand-alone opportunity: only as an add-on to existing Title, Platinum or gold sponsorship
- Available exclusively to Title, Platinum and Gold sponsors on a first-come, first-choice basis.
- Receive an additional tabletop in foyer outside exhibit room to showcase a product, service, etc. that demonstrates innovation.
 - 2 tabletops and one plasma screen on each side of foyer, Foyer tabletop may be used for literature related to innovation demo
- Opportunity to host an "Innovation Break."
 - Following breakfast on first and second days, there will be a 30-minute "Innovation Break."
 - During this time, two sponsors will each get 15 minutes to present and/or demo their innovation (10 minutes of presenting and 5 minutes of Q&A).
 - Presentation may be a new product, a new use of an existing product, a customer case study, etc.
- Plasma screens on either side will promote Innovation Sponsors, inform attendees about Innovation Break times, and be available as monitors for 15-minute presentations.

SAMPLING OF 2008 ATTENDEES:

- Al J. Schneider Co.
- Aldridge Construction Management Group
- Atheneum Suites Hotel
- Atrium Holdco LLC
- B. F. Saul Company
- Balboa Bay Club & Resort
- Banff Centre AB
- Benchmark Hospitality Int'l
- Biltmore Hotel
- Caesars Palace
- Canvon Ranch
- Carlson Hotels Worldwide
- Choice Hotels International
- Cipriani International
- Cornell University
- Cosmopolitan Resort & Casino
- DDRM
- Destination Hotels & Resorts
- Diamond Resorts International
- DNC Parks & Resorts at Yosemite, Inc Dolce International
- Elysian Hotels & Resorts
- Fairmont Raffles Hotels Intl.
- Fontainebleau Resorts • Gaylord Entertainment
- Gemstone Hotels and
- Ginn Resorts-Ginn

- Hospitality LLC
- Grand Timber Lodge Great Wolf Resorts
- Hawaiian Hotels &
- Resorts
- Hershey Entertainment
- Hilton Hotels Corp
- Horseshoe Bay Resort
- Hostmark Hospitality
- Group
- Hutton Hotel
- Hyatt Hotels Corp
- IHG InterContinental Hotels Group
- InterContinental Hotels Group
- The Irvine Company
- Joie De Vivre Hospitality
- Kerzner International Kimpton Hotel and Restaurants
- The Kor Group Larkspur Hotels &
- Restaurants Lighthouse Properties
- Lodgeworks
- Lodging Host Hotel Corp.
- Marriott International
- MGM Mirage
- Mill Casino Hotel • Moonstone Hotel
- **Properties**
- Morgans Hotel Group
- MTM Luxury Lodging
- New York Palace Hotel Noble Investment Group
- Omni Hotels
- Outrigger Hotels &
- Outrigger Hotels &

- Outrigger Hotels & Resorts
- Park Place Hospitality Group
- PCH Hotels and Resorts
- Peninsula Group Pinnacle Entertainment
- Platinum Hospitality
- Raymond Management Co.
- Red Lion Hotels Corporation
- Resorts The Irvine Company
- Ritz-Carlton Hotel Company LLC
 • River Rock Casino
- Rosewood Hotels & Resorts
- Royal Caribbean Cruises Itd.
- Station Mont Tremblant - Intrawest
- Stonebridge Companies
- Sunstone Hotel Investors, Inc.
- Thayer Lodging Group
- Troubadour, Ltd
- Vail Resorts
- Venetian Resort Hotel Casino • Walt Disney World
- Resorts • Windsor Capital Group
- Wyndham Hotels & Resorts
- Wynn Las Vegas

WWW.HTMAGAZINE.COM



"This is one of the best conferences I attend on a regular basis. It is very focused and brings the decision makers together. Networking opportunities as well as educational sessions are invaluable. -CIHAN COBANOGLU, UNIVERSITY OF DELAWARE

"A very personal experience geared to both large brands and small boutique style hotel groups. I would and have recommended this conference to all my peers.

- WALTER ZALEWSKI, AL J. SCHNEIDER COMPANY

"A well organized event with key industry executives in attendance.

- ROBERT BENNETT, WYNDHAM HOTEL GROUP

"Wonderful conference, the speakers were dynamic and helpful.

- SUZANN ANAYA, MILL CASINO HOTEL

"This event is an excellent way to network with colleagues, existing vendors and potential new vendors. The content of the presentations is well timed and most appropriate.

- WILLIAM SHEAFFER, HERSHEY ENTERTAINMENT & RESORTS

"Best event I have attended in a long time, small group of high end vendors, great speakers and topics we need to pay attention to.

- MELODY JONES, HAWAIIAN HOTELS & RESORTS

TO RESERVE YOUR SPONSORSHIP OR **RECEIVE MORE INFORMATION, CONTACT:**

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