



PARTNERSHIP OPPORTUNITIES

2015 - 2016

Hospitality Sales & Marketing Association (HSMIA) Pacific invites hospitality suppliers to participate in our Partnership Opportunities for our 2015 and 2016 calendar of events across the Pacific Region.



ABOUT HSMAI PACIFIC

The Hospitality Sales and Marketing Association International (HSMAI) Pacific is the Australia and New Zealand chapter of the growing Asia Pacific region of the global organisation, HSMAI which is a federation of regions committed to growing business for hotels and their partners. It is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals and their partners with tools, insights, and expertise to fuel sales, inspire marketing and optimise revenue. HSMAI is an individual membership organisation, comprising more than 7,000 members in 31 countries and 60 chapters worldwide, including the Asia Pacific region, where there are chapters in Greater China, South East Asia and Australia.

Founded in 2005, HSMAI Asia Pacific's mission is to be the leading source for sales and marketing information, tools, insight, business development, and networking for professionals in the region. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry while operating as a leading voice for hotel sales, marketing and revenue management disciplines. Activities are held across the region. For additional information, refer to our website at www.hsmaiasia.org

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HSMAI PACIFIC: OUR REACH

HSMAI Pacific is a chapter of the Asia Pacific region covering Australia and New Zealand. Over ten years - this region has built strong industry partnerships and contacts to deliver members and delegates strong educational content and extensive networking opportunities specific to the mature travel and hospitality market in which we operate.

We understand that in this region it can be difficult with the long distances to each city, restrictive staff numbers and high levels of understanding this market to reach all of our goals to grow business and meet KPIs year on year.

Over the ten years in this region, our events have evolved and through our strong Asia Pacific growth. We are constantly building on the levels of hospitality understanding and the educational requirements to train peers and teams to ensure effective transitions as we develop in our own career paths.

Through membership benefit growth and event topics, we believe that HSMAI Pacific will be a strong platform in 2015 and 2016 to leverage your supplier brand.

Beyond our membership and events, below details some other ways in which we can leverage brand exposure:

Strategic Partnerships Exposure

HSMAI Pacific has secured significant partnerships in the region to continually offer our members extended reach through partner events and networks. This ensures that members gain increased access to networking opportunities and increased education through conferences and education providers. Our 2015 partners are listed on our website.

Digital Exposure

The HSMAI events are marketed to industry professionals residing primarily in Asia Pacific. Each branch targets their own individual market; however marketing promotions are also communicated across the regions to allow for participation from travelling industry professionals. Promotional channels include:

- HSMAI Monthly Insights newsletters
- HSMAI Asia Pacific website
- HSMAI Asia Pacific social media channels, including LinkedIn and Twitter
- Posts from Chapter Committee member's LinkedIn pages
- Online Publications such as Travel Daily Asia, eHotelier
- Press Releases to an Asia Pacific wide press list, including printed publications
- Third Party and Partner email campaigns

EVENT CALENDAR 2015-16*

*Subject to change

2015 EVENTS

- 3 x HSMAI Revenue Optimisation Conference (ROC) Road show Australia featuring in Sydney, Melbourne and Brisbane in October and November 2015.
- 2 x HSMAI Chief Revenue Officers Roundtables – Member invitation only.
- Partner events from September through to November in Australia and New Zealand.

2016 EVENTS

- Marketing and Distribution Event Road show second quarter of 2016
- Evening Networking Events
- Educational Breakfast Seminars, topic dependant on market trends and member requests – normally a breakfast buffet with pre and post networking opportunities, followed by a 1.5 hour educational session.
- Executive Roundtables across the region

Please check hsmaiasia.org/pacific for up to-to-date partner events.

EVENT BENEFITS TO DELEGATES & MEMBERS

Roundtable and open forum events hosted by HSMAI Pacific attract approximately 30 senior hospitality professionals per event, we like to keep open forums and education sessions to this approximate number to ensure that delegates are able to express opinions and openly discuss any relevant points in a comfortable group. These events provide suppliers with an optimal opportunity to understand a certain area of interest or if a research paper or product launch is the reason behind sponsorship.

Our networking events attract approximately 100 delegates and members, all of which is subject to partner support. These events provide suppliers with an optimal opportunity for partnership if sponsoring the event with a larger reach for product launches or growth requirements.

The HSMAI Revenue Optimisation Events (Mini-ROC) are unique half-day interactive forums for thought leaders and subject-matter experts in various aspects of revenue management. You'll learn about the latest trends and best practices in this important discipline. With the changing dynamic within the hospitality distribution chain and hierarchy, these events are becoming increasingly popular around the globe for HSMAI.

Our event fuels sales, inspires marketing and optimise revenue through intriguing case studies, invited guest speakers, interviews and panel sessions.

SPONSORSHIP & PARTNERSHIP OPTIONS 2015 - 16

ANNUAL PARTNERSHIPS

HSMAI Pacific can create a customised annual partnership opportunities to maximise your brand exposure over the course of a year to the hospitality and travel industry in this region. This includes event partnership, digital advertising, educational sessions or research for HSMAI global members. We can build a package to suit your brand and product needs to ensure that all applicable channels and prospective clients are met throughout the chosen period. We are able to be flexible to amend the approach if required, subject to availability.

Regional Partnership Benefits: Annual

- Custom designed exposure package to suit your product requirements through our reach as illustrated on pages 3 & 4. All subject to availability and at the time of request.
- Complimentary staff registrations at each of the major regional events, except for member, invite-only roundtables.
- Complimentary attendees (clients) at any at each of the major regional events, except for member, invite-only roundtables.
- Company logo or chosen advert display featured in the Monthly Insights Newsletter and chosen event newsletters sent to the Pacific database, prominent display on the HSMAI Pacific website pages, press releases and membership collateral.

Example Annual Partnership Options

Partner with us on two local events or a road show within 12 months:

PLATINUM

- Event registrations for two (2) company representatives at each sponsored event
- Event registrations for two (2) clients at each sponsored event
- Invitation as a guest to partner events* subject to availability
- Event Welcome: 5 minutes time to welcome attendees during a general session, with an emphasis on why company is supporting the event(s)
- Opportunity to participate in a panel at applicable event, or propose a customer to do a case study presentation
- Opportunity to provide a customised logo item for distribution at each sponsored event
- Pre or post-event dedicated email*
*HSMAI will send a dedicated email to conference registrants on behalf of company (all content must be approved by HSMAI prior to distribution)
- Premium company logo and recognition as platinum partner on HSMAI Pacific website pages, emails and online registration tool
- Logo on presentation tools – where applicable.

SPONSORSHIP & PARTNERSHIP OPTIONS 2015 - 16

ANNUAL PARTNERSHIPS CONTINUED

GOLD

- Event registrations for two (2) company representatives at each sponsored event
- Opportunity to propose a customer case study presentation
- Opportunity to provide a customised logo item for distribution at each sponsored event
- Premium company logo and recognition as gold partner on HSMAI Pacific website pages, emails and online registration tool
- Logo on presentation tools – where applicable.

SILVER

- Conference registrations for one (1) company representative at each sponsored event
- Logo recognition in pre- and post-event email and any event marketing
 - » Logo placement on print and email marketing
 - » Acknowledgment as a “Silver Partner” on the event website with logo

BRONZE

Sponsorship of three (3) or more newsletters with a 12 month period

- Conference registrations for one (1) company representative to one chosen Pacific event
 - » Logo placement on specific print and email marketing
 - » Acknowledgment as a “Bronze Partner” on the event website with logo

TARGETED SPONSORSHIPS: 2015 -16

HSMAI Pacific Road shows

HSMAI Pacific will be running educational road shows in both 2015 and 2016. The road shows will visit up to 3 cities and the format will be approximately 2-3 short educational sessions, morning/afternoon tea and following by networking. We expect these events to attract 30 hotelier professionals in each city in a classroom style environment. The educational sessions will cover topics across sales, marketing, distribution and revenue management and should be interactive, learning sessions. Partners can create and deliver an educational session, and/or invite an hotelier/ customer to do a case study presentation.

Partner per city	
(maximum 4 partners)	\$1,500 each (1 city)
	\$1,250 each (2 cities)
	\$1,000 each (3 cities)

Chief Revenue Officer Roundtable

4 available - \$3,000 per partner

Benefits:

- Partners can have an opportunity to brief a discussion with a 3-5 minute introduction
- 1 company representative can attend the roundtable session.
- Co-branded content with logo recognition in the news articles that come from the insights from the roundtable
- Recognition in the on-site guide for the roundtable with a company description and logo
- Website and email recognition with relation to the chosen roundtable(s).

Cocktail Reception Partner

4 Available \$2,500 per partner

Support industry connections by positioning your company as one of up to two (2) co-sponsors a networking reception for attendees at our partner events. Partners will receive recognition in pre-event marketing, on the website, and through the printed program and signage, including branded tent cards throughout the reception area. HSMAI retains the right to determine the menu.

TARGETED SPONSORSHIPS: 2015 -16 CONTINUED

Ad Hoc Educational Events

Evening Networking

HSMAI's Evening Networking is held approximately four times per year on major Pacific cities. These events are traditionally held at members and supporters properties. This is a casual and relaxed, fun partnership opportunity. Evening Networking attracts up to 100 hospitality professionals per event.

Breakfast Seminars

Our Breakfast Seminars are run in major cities in the Pacific. The format of the breakfasts consists of one/two speaker(s) educational session on trending topics as requested by members. These are fast and informative sessions from 0730-0930 so our members and supporters can maximise their day in the office. Attracting around 30 guests, the breakfast seminars are a great partnership opportunity to increase your brand awareness. There are opportunities to network in a more formal environment. Suggestions for topics of interest to hospitality professionals are welcome.

Premium Partner	\$2,500	(maximum 1 partner)
Networking Partner	\$1,250	(maximum 2 partners)

Christmas Parties and Cocktail Events

The HSMAI Christmas Xtravaganza's are the ultimate networking environment for partners looking to attract the highest number of hoteliers during the festive season. The Christmas parties are held in Sydney or Melbourne, giving you plenty of opportunity for exposure. Traditionally, these events attract 100 attendees at each event; however this is increasing year-on-year.

Premium Partner	\$4,000	(maximum 1 partner)
Networking Partner	\$2,250	(maximum 2 partners)

CONTENT SPONSORSHIP: 2015 -16

HSMAI Pacific Newsletter and Website Exposure

HSMAI builds direct connections by providing hospitality professionals with the tools, insights and expertise that fuel sales, inspire marketing, and optimize revenue. The weekly Insights Newsletter achieves impressions from 2,000 users from the Asia Pacific Region. Readership are people directly employed by hotels and resorts or represent brands, management companies and ownership groups. Membership includes executive level decision-makers, industry service providers, leading faculty, and students. Most of the readership are practitioners in sales, marketing and revenue management disciplines.

Main Sponsor

3 months	\$2,000
6 months	\$3,500
12 months	\$6,000

Email Sponsorship

- Main banner advertisement in monthly newsletter
- Creative: 450 pixels wide, 100 pixels high – static or gif
- Banner advertisement on www.hsmaiasia.org Asia Pacific home page (rotates with other banner ads)
- Opportunity to submit published content for editorial review and newsletter inclusion

Banner advert only	\$400 each
Quarterly series	\$1000 (for 3)

CONTENT SPONSORSHIP: 2015 -16

CO-BRANDED WHITEPAPERS

As part of its mission to fuel sales, inspire marketing, and optimise revenue, HSMAI occasionally collaborates with industry partners to write white papers that provide resources and insights on industry trends and topics, and best practices. In addition to delivering valuable content to the industry, these white papers position both HSMAI and the partnering organisation as thought leaders and subject matter experts in the topic at hand.

Single White Paper	\$4,000
Two-part series	\$7,500
Three-part series	\$9,000

Topic Selection

- Topics are selected collaboratively between the partner and HSMAI Pacific.
- Recommendations for topics identified as pressing practitioner issues are available from each of HSMAI's expert community advisory boards and councils.
- Topics must be relevant to the Asia Pacific audience or specifically to Australia/ New Zealand, South East Asia, Indonesia and/or China.
- White papers may explore a point of view on a particular topic, present a point/point counterpoint perspective, provide practical advice for managing a challenge, or review best practices in the field for example.
- Topics must be unique and cannot be repurposed or reused from earlier work of either party.
- Partner and HSMAI agree not to produce or endorse any other white papers/special reports with materially similar content for a period of six months before and after release of a white paper.

Subject Matter Expertise

- Partner will be asked to recommend 1-3 subject matter experts that it would like the writer (who is selected by HSMAI) to interview as part of the content development process. A maximum of three partner-recommended experts will be interviewed.
- Partner will also have the opportunity to provide written case studies that illustrate solutions to the issue being addressed in the paper.
- In order to present an unbiased position in each white paper, HSMAI reserves the right to reference other vendors and/or service providers in context; however, the partner company will have premium positioning throughout the entire work.
- As part of the mutually agreed upon timeline, the company will be given the opportunity to review and comment on an outline of the paper, a first draft of the white paper, and a final draft prior to publication. HSMAI reserves the right to accept or reject suggested partner edits and comments.

CONTENT SPONSORSHIP: 2015 -16 CONTINUED

Co-Branding

- The standard HSMAI white paper cover page includes both HSMAI and the partner's logos. Within the document, page footers recognize the partner, and the final page of the white paper includes a 100-word description of the partner and its services.
- HSMAI will format each white paper according to its standard white paper template.
- All white papers are copyrighted by HSMAI; however, the partner is granted permission to repurpose and reuse the content.

Editorial Review

- HSMAI will identify subject matter experts from HSMAI leadership to validate the topic and scope
- The partner and subject matter experts will review the first draft and may submit suggestions to HSMAI
- The partner may also review the final draft and submit suggestions HSMAI and HSMAI designated subject matter experts will have final editorial authority prior to release of the pages

Distribution

- White papers are broadly distributed electronically throughout the industry, free to HSMAI members and non-members alike.
- HSMAI will highlight each white paper in a time appropriate edition of the monthly Insights newsletter distributed to the Asia Pacific region members and subscribers. A partner logo will be featured as a content section header beside the featured report.
- White papers are permanently housed on the HSMAI Foundation's Knowledge Center
- White papers will be promoted on the HSMAI Asia Pacific homepage for a calendar month as well as used in conversations on the HSMAI Asia Pacific LinkedIn Group.
- A partner has the option to distribute the white paper from its own website.
- HSMAI will provide a monthly report, for 2 months following the white paper release, with the number of downloads from the HSMAI website and the contact information of non HSMAI member downloads.

Press Coverage

The partner will be recognised in an HSMAI-generated press release about the paper.