

ROC Asia & Digital Asia

HSMAI Digital Marketing Conference

Bangkok – 2nd September, 2015

HSMAI Asia Pacific's major events attracting approximately 60-100 senior hoteliers providing suppliers with an optimal opportunity for Partnership. The event fuels sales, inspires marketing and optimise revenue through intriguing case studies, invited guest speakers, interviews and panel sessions. Partnership opportunities are tiered, providing industry suppliers with the prospect of increasing their exposure and generating goodwill for their brand and products.

HSMAI Revenue Optimisation Conference (ROC Asia)

Introducing the Revenue Optimisation Conference ROC Asia

Singapore – 16th April, 2016 – Marina Bay Sands

The 2016 HSMAI Revenue Optimisation Conference is a unique one-day interactive program featuring 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 – and what they can mean to you and your company – from industry experts and practitioners.

It is a not-to-miss event especially if you are a senior or regional hospitality professional with direct responsibility for revenue optimisation and pricing, or are a management leader with an interest in staying ahead of the curve. The conference will address the issues and challenges that you are facing, summarise the implications, and provide solutions and strategies for 2015 and beyond.

Our first ROC event in Asia attracted 83 delegates (56 hoteliers) from all over Asia Pacific i.e. Singapore, Malaysia, Thailand, Australia Philippines, South Korea, Indonesia, Hong Kong, Macau and China. The US event held in Austin in June 2015 has over 650 attendees (up 20% from the year before, 66% of those were from 138 hotel companies. We are aiming to see a similar growth of 20% at ROC in 2016 in Singapore.

See what industry leaders have to say about the value of HSMAI's [ROC in Singapore](#) in 2015, in LA in 2014. Also, watch some videos from the 2014 [London ROC](#).



Partnership options

Partner with us on one or two major conferences in 2015 and 2016. .

	2 Events (ROC + Digital)	1 x Event	
▶ Platinum	US\$9,000	US\$5,000	(maximum 2 Partners)
▶ Gold	US\$4,500	US\$2,500	(maximum 4 Partners)
▶ Silver	US\$3,200	US\$1,800	(maximum 4 Partners)
▶ Bronze	US\$1,800	US\$1,000	(maximum 8 Partners)
Category	Benefits for 1-day conferences		

PLATINUM

- Conference registrations for three (3) company representatives
- Conference Welcome: 2-3 minutes of podium time to welcome attendees during a general session, with an emphasis on why company is supporting the conference
- Opportunity to participate in a panel at each event, or propose a customer to do a Case Study presentation
- Opportunity to provide a customised logo item for distribution at each general session and/or in gift bags
- 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)
- Partner Table in prime location and placement of a banner with maximum visibility
- Premium Company logo and recognition as Platinum Partner on HSMAI APAC website, emails and online registration tool
- Logo in printed conference program with 200-word company description
 - Access to the attendee list

GOLD

- Conference registrations for two (2) company representatives
- Participation in a panel at the event or Opportunity to introduce a session with brief welcoming remarks
- Recognition as a Gold Partner during Welcoming or prior to a general session
- Table top in Pre-Function area
- Logo in printed conference program with 150-word company description
- Opportunity to include giveaways, or brochure insert, in gift bags
- Company logo and recognition as a Gold Partner on HSMAI website, email collateral and online registration tool
- Access to the attendee list Excel format

SILVER

- Conference registrations for two (2) company representatives
- Logo recognition in pre- and post-event email and print marketing
 - » Logo placement on print and email marketing
 - » Name mention in select press releases
 - » Acknowledgment as a “Silver Partner” on the event website with logo

- » Logo in printed conference program with 150-word company description
- » Logo on HSMAI-produced banners clearly visible to all general session attendees

- Pre- and post-event registration lists - no e-mail addresses

BRONZE

- Conference registrations for one (1) company representatives
- Recognition in select marketing:
 - » Acknowledgment as a “Bronze Partner” on the event website
 - » 100-word company description in printed conference program
 - » Recognition on HSMAI-produced large banners clearly visible to all general session attendees
- Opportunity to submit company-produced educational content for pre-conference email distribution to all registered attendees

Chief Revenue Officer Roundtable

Singapore xxx April, 2016 and/or

Sydney xx July, 2015 - 12Noon – 4:00pm

3 available - \$3,000 per partner per event

The Chief Revenue Officer Roundtable will be held on the day after ROC in Singapore. The format is Lunch followed by a roundtable discussion with 8-10 leaders of Revenue in the Asia Pacific region.

Benefits:

- Partners can have an opportunity to brief a discussion with a 3-5 minute introduction
- 1 company representative can attend the Roundtable session.
- Up to 3 company representatives can attend the lunch and networking 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 ROC and the Roundtable with a company description and logo
- Access to the attendee list for the Roundtable

Chief Sales & Marketing Officer Roundtable

Bangkok 3rd September, 2015

3 available - \$3,000 per partner

The Chief Marketing Officer Roundtable will be held on the day after the Digital Marketing Conference in Singapore. The format is a Roundtable discussion with 8-10 leaders of Marketing in the Asia Pacific region followed by networking drinks.

Benefits:

- Partners can have an opportunity to brief a discussion with a 3-5 minute introduction
- 1 company representative can attend the Roundtable session.
- Up to 3 company representatives can attend the lunch and networking 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 conference, and the Roundtable, with a company description and logo
- Access to the attendee list for the Roundtable

Leadership Luncheon Title Sponsor

HSMAI Digital Marketing Advisory Board members & Thailand Chapter Board members

- Bangkok 3rd September, 2016 12Noon – 2:00pm

HSMAI Revenue Advisory Board members & Singapore Chapter Board members

- Singapore xx April - 12Noon-2:00pm

1 Available for each event – US\$3,000

- Opportunity to distribute one (1) company collateral item, produced at the sole cost of the partner (Pre-approval from HSMAI is needed)
- Complimentary conference registrations for two (2) company representatives
- Logo placement on attendee name badges
- Logo placement on all conference marketing materials
- Acknowledgment as Title Sponsor with logo placement on printed conference program and signage
- Conference registration list (Excel format) with full contact information (including email addresses)



CRME & CHDM Certification workshops

Singapore & Bangkok – the day after the 1-day events - \$2500 Exclusive partner

Support revenue management professionals who are seeking certification by sponsoring the CRME (Certified Revenue Management Executive) or CHDM (Certified Hospitality Digital Marketer) Overview Workshops. Your company will be recognised in the course documents and the Event Marketing, and onsite signage. You will have 2-3 minutes to brief the attendees and introduce the facilitator. You will also receive two registrations for your staff or they can be used as scholarships for your customers to gain their certification.

Note: the CRME & CHDM Workshops will be run in many cities across the region from April to December, 2015.



2015 Certified Revenue Management Executive Workshops	Location	Date/ Month
CRME Workshop CHDM Workshop	Bangkok	3rd September
CRME Workshop	Melbourne	16 th September
CRME Workshop	Sydney	9 th September
CRME Workshop	Hong Kong	17 th September
CRME Workshop	Singapore	April, 2016

Other options at major conferences

Host your own Table of 5 or more

20% off the registration price

Invite your customers or prospects to sit at a table hosted by you. Up to 8 seats per table at 20% off the standard registration fees.

Breakfast Partner

(2 Available) – \$1,500

Get attendees energised for the day by positioning your company as one of up to two (2) co-sponsors to provide the breakfast for ROC attendees. Partners will receive recognition in pre-event marketing, on the website, and through the printed program and signage, including branded tent cards throughout the dining area. HSMAI retains the right to determine the menu.

Lunch Partner at Conference

(2 Available) – \$2,000

Help attendees refuel their bodies and minds by positioning your company as one of up to two (2) sponsors of the conference lunch. Partners will receive recognition in pre-event marketing, on the website, and through the printed program and signage, including branded tent cards throughout the dining area. HSMAI retains the right to determine the menu.

Cocktail Reception Partner

(2 Available) – \$2,500

Support industry connections by positioning your company as one of up to two (2) co-sponsors of the closing networking reception for attendees. 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.

Tote Bags/ Water Bottles/ Pens/ Portfolios/ USB

US\$500 per item above

Provide bags or giveaways for attendees. Not limited the ideas above, let us know your ideas for giveaways. The partner is responsible for the production and delivery of the items. Bags and design is subject to approval from HSMAI.

Charging Station/ Juice or Coffee station

US\$500 per station

Provide a charging station to keep attendees devices charged up! Or a coffee station to help them stay alert and take in all the information that will be coming their way.

We're not limited the ideas above, let us know your ideas. The partner is responsible for the production and delivery of the items. Bags and design is subject to approval from HSMIAI.

Contact us:

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