



PARTNERSHIP OPPORTUNITIES

Hospitality Sales & Marketing Association
International (HSMAI) invites hospitality
suppliers to participate in our Partnership
Opportunities for our 2014 calendar of events
across the Asia Pacific Region, or for individual
markets.

2014-15

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ABOUT US

HSMAI is a global organisation of sales, marketing, and revenue management professionals representing all segments of the hospitality industry. 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 hospitality and sales, marketing, and revenue management disciplines, as well as connecting its members with customers. Founded in the United States in 1927, HSMAI is an individual membership organization comprised of nearly 7,000 members from 35 countries and chapters worldwide. The HSMAI Foundation was established in 1983 to serve as the research and educational arm of HSMAI.

HSMAI operates regionally around the globe via Regional boards of directors and staff. The Asia Pacific region comprises of three chapters, which can either be Partnered across the Region, or as individual markets.

- ▶ **Pacific**
- ▶ **Greater China**
- ▶ **South East Asia**

Contact Details

AsiaPacific Region	South East Asia
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Event Formats

- Evening Networking Events held at central City hotels
- Educational Breakfast Seminars – normally a breakfast buffet with some networking opportunities, followed by a 30-45 minute educational session
- HSMAI Roadshow events covering 6-8 cities – 3 hours educational + Networking
- Major Events-1-day Conference style event with networking drinks into the evening
 - ▶ PacificConnect (Australia)
 - ▶ Asia Connect (Singapore, Thailand or Greater China)
 - ▶ Revenue Optimisation Conference (ROC) Asia (Singapore)

MARKETING

The HSMAI events will be marketed aggressively 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 LinkedIn page
- Posts from Chapter Committee member's LinkedIn pages
- Online Publications such as www.traveldailyasia.com
- Press Releases to travel trade media
- Email campaigns through our own database and by Partners
- HSMAI Offers free attendance at some short events for hoteliers, to ensure a good volume of hoteliers attend (subject to Partnership funds). AsiaConnect and PacificConnect longer forums attract a small charge for hoteliers and a higher charge for suppliers to the hospitality industry.

Strategic Partners

- ACTE (Association of Corporate Travel Executives)
- GBTA (Global Business Travel Association)
- Web in Travel
- No Vacancy

2013 Major Partners



HSMAI ASIA PACIFIC

Regional Partnership Package 2014-15

This year, we've updated our Regional package to reflect the changing events and chapter activities we're planning for this year. For the same price, i.e. **US\$ 8,800.00** per year, we can now offer additional benefits and recognition for your brand. HSMAI Asia Pacific is happy to consider customised Partnership opportunities should you have alternative ideas. We especially welcome anyone with ideas for educational sessions for members. The association looks forward to working with you and your team on achieving your strategic objectives.

Partnership Benefits

Category	Inclusions
REGIONAL PARTNERSHIP	<ul style="list-style-type: none"> • One complimentary tabletop for promotional purposes at each of the major regional events. i.e. PacificConnect and AsiaConnect • Two complimentary registrations at each of the major regional events which can be used for your staff to attend or to register your preferred clients • One complimentary membership for your prime contact • One complimentary attendee at any other HSMAI Asia Pacific event, except for Invite-only Roundtables and Educational Events • Company logo featured in each Monthly Insights Newsletter sent to the Asia Pacific database • Inclusion of an education/ topical article, or noted as Partner of a section in one issue of the Asia Pacific Monthly Insights newsletter • Recognition as the Regional Partner during Welcoming. • Opportunity to include one giveaway, or brochure insert, in the Attendee Giftbags • Company logo and recognition as Regional Partner on HSMAI website, press releases, membership collateral and all email communications • Opportunity to do a 30 minute educational presentation (not a product demonstration) and/or participation in a panel at one of the AsiaConnect or PacificConnect major events

Other Opportunities

HSMAI is happy to consider customised Partnership opportunities should you have alternative ideas. We especially welcome anyone with ideas for educational sessions for members. The association looks forward to working with you and your team on achieving your strategic objectives.

ASIA PACIFIC EVENTS

Event Schedule 2014

Asia Pacific Events	Location	Date/ Month
Evening Networking (Pre No Vacancy Conference)	Sydney	25th March
Shanghai Executive Roundtable	Shanghai	28 th March
Hotel Inspection & Evening networking	Melbourne	2 nd April
ACI Industry Salary Session	Singapore	3 rd April
Hong Kong Executive Roundtable	Hong Kong	12 th May
Singapore Breakfast Seminar – 1 x speaker	Singapore	7 th May
Executive Roundtable	Singapore	2nd September
AsiaConnect (Major Event)	Singapore	3 rd September
Executive Roundtable	Shanghai	5 th September
Melbourne PacificConnect Roadshow	Melbourne	14 th October
Sydney PacificConnect Roadshow	Sydney	21 st October
Melbourne Breakfast Seminar – 1 x speaker	Melbourne	5 th November
Social Media/ Marketing Seminar + Networking	Singapore	12 th November
Sydney Christmas Party	Sydney	12 th November
Educational session + Christmas Networking	Singapore	3 rd December
Panel Forum at the ACTE Forum + Networking	Sydney	December

Event Types & Benefits

HSMAI AsiaConnect and PacificConnect Executive forums

HSMAI Asia Pacific’s major events attracting between 80-120 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.

Christmas Parties

The HSMAI Xmas 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, Singapore and Melbourne, giving you plenty of opportunity for exposure. Traditionally, these events attracted 80 attendees at each event; however this is increasing year-on-year.

▶ Platinum	\$5,000	(maximum 2 Partners)
▶ Gold	\$2,500	(maximum 4 Partners)
▶ Silver	\$1,000	(maximum 4 Partners)
▶ Bronze	\$500	(maximum 6 Partners)

Category	Benefits for Connect forums and Christmas Parties
PLATINUM	<ul style="list-style-type: none"> • 3 announcements via Email & HSMAI- Asia Pacific LinkedIn page (2 pre-event and 1 post event) • Partner Table in prime location and placement of a banner with maximum visibility • 4 Complimentary Registrations • Recognition as the Platinum Partner during Welcoming and Closing • Opportunity to include giveaways, or brochure inserts, in gift bags • Company logo and recognition as Platinum Partner on HSMAI website and online registration tool – 100% larger then Gold Partnership logo • Company logo and recognition as a Platinum Partner on HSMAI website, email collateral and online registration tool – 100% larger then Gold Partnership logo • Opportunity to participate in a panel at the AsiaConnect and PacificConnect events, or propose a customer to do a Case Study • Access to the attendee list

GOLD	<ul style="list-style-type: none"> • Participation in a panel at the event (for AsiaConnect & PacificConnect only) • Access to the attendee list • 2 announcements via HSMAI- Asia Pacific LinkedIn page (1 pre-event and 1 post event) • Recognition as a Gold Partner during Welcoming and as Partner as the Coffee Break at PacificConnect & Partner Table in pre-function area • 2 Complimentary Registrations • Recognition as a Gold Partner during Closing • Opportunity to include giveaways, or brochure inserts, in gift bags • Company logo and recognition as a Gold Partner on HSMAI website, email collateral and online registration tool – 100% larger than Silver Partnership logo
SILVER	<ul style="list-style-type: none"> • 1 Complimentary Registration • 2 announcements via HSMAI- Asia Pacific LinkedIn page (1 pre-event and 1 post event) • Company logo and recognition as a Silver Partner on HSMAI website, email collateral and online registration tool – 100% larger than Bronze Partnership logo
BRONZE	<ul style="list-style-type: none"> • 50% discount off the cost to register a Supplier • Company logo and recognition as a Bronze Partner on HSMAI website, email collateral and online registration tool



HSMAI Asia Pacific Roadshow

In 2014, HSMAI AsiaPacific will be running an Educational Roadshow in the region in 4th Quarter 2014 and 1st Quarter, 2015. The roadshow will visit up to 7 cities and the format will be 3-4 short educational sessions following by networking drinks, or lunch. We expect these events to attract 30 hoteliers in each city. The educational sessions will cover topics across sales, marketing, distribution and revenue management. There are two types of partnership –where the partner creates and delivers an educational session to highlight their expertise in a specific area, or where the partner sends a representative on the Roadshow simply to network with the attendees to increase their exposure.

- ▶ Content Partner per city **\$1,500** (maximum 4 partners)
- ▶ Roadshow Attendance per city **\$1,000** (maximum 6 Partners)

Category	Inclusions
CONTENT PARTNER BENEFITS	<ul style="list-style-type: none"> • Content Partners have the opportunity for one company representative to present an educational session on a subject mutually agreed upon with HSMAI • Invitation for one additional company representative to attend the networking component • Banner placement at each venue • Venues for the seminars. The visitors will be served lunch and drinks or Wine, tapas or Morning/ Afternoon Tea at each event • Company logo and recognition as Partner on the HSMAI website and all communications in regards to the event • Access to the attendee list
ROADSHOW BENEFITS	<ul style="list-style-type: none"> • Roadshow partners can send one representative to each event • Company logo and recognition as Partner on the HSMAI website and all communications in regards to the event



Evening Networking

HSMAL's Evening Networking is held approximately four times per year in each city i.e. Sydney, Melbourne, Singapore, Bangkok, Hong Kong, Shanghai and Beijing. These events are traditionally held at members and supporters properties. The events run for two hours, however usually run over time as our guests do not want to leave. This is a casual and relaxed, fun Partnership opportunity. Evening Networking attracts between 40-80 hoteliers per event.

▶ Platinum		
Pre- NoVacancy and GBTA events	\$5,000	(maximum 1 Partner)
Short Educational + Networking events	\$3,500	(maximum 1 Partner)
▶ Networking Partner	\$1,500	(maximum 4 Partners)

Breakfast Seminars

Our Breakfast Seminars are run in Sydney, Melbourne, Singapore, Bangkok, Hong Kong, Shanghai and Beijing. The format of the Breakfasts consists of one speaker followed by a panel session inclusive of a sit down breakfast. These are fast and informative power sessions from 0730-0930 so our members and supporters can maximise their day in the office. Attracting around 30-60 guests, the Breakfast Seminars are a great Partnership opportunity to increase your brand awareness. There are opportunities to network in a more formal environment prior and post breakfast. Suggestions for topics of interest to hoteliers are welcome.

▶ Premium Partner	\$3,000	(maximum 1 Partner)
▶ Networking Partner	\$1,000	(maximum 1 Partner)

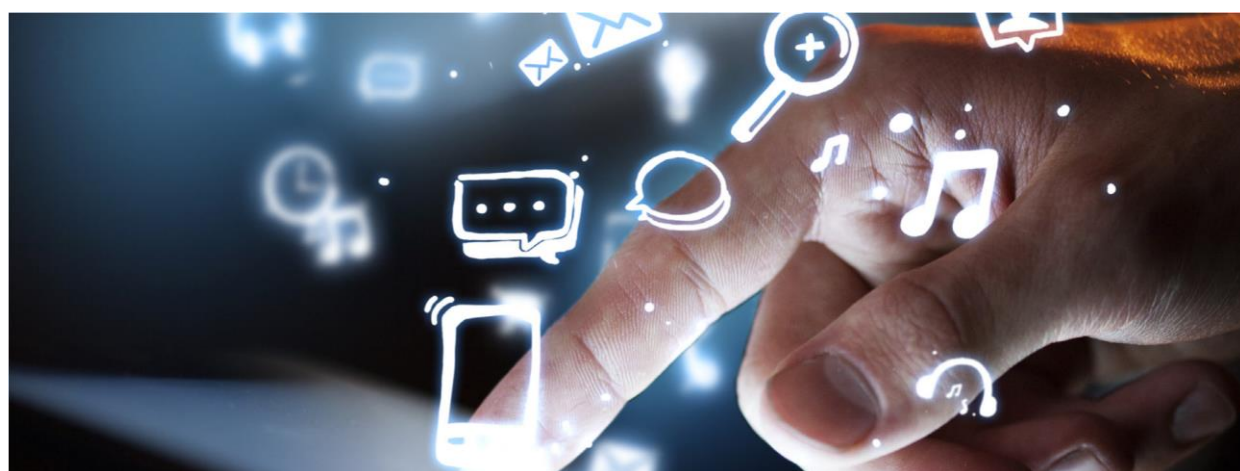
Category	Inclusions
PREMIUM PARTNER	<ul style="list-style-type: none"> • 3 announcements via HSMAL- Asia Pacific LinkedIn page (2 pre-event and 1 post event) • Placement of a banner at the event • 2 Complimentary Registrations • Recognition as the Premium Partner during Welcoming and Closing. • Opportunity to provide logo'd giveaways, or brochure inserts, to attendees • Company logo and recognition as Premium Partner on HSMAL website, online registration tool, all email communications.
NETWORKING PARTNER	<ul style="list-style-type: none"> • 1 Complimentary Registration. • Company logo and recognition as a Networking Partner on HSMAL website online registration tool. • Company logo and recognition as Networking Partner on online all email collateral in the lead up to the event.

Executive Roundtables

HSMIA Executive Roundtables are networks of like-minded senior hotel leaders that meet periodically at face-to-face forums. Each by-invitation-only roundtable discussion hosts an average of 8-10 senior executives from leading hotel brands, management companies, and ownership groups. Our Executive Roundtables are held over a 90 minute session followed by lunch or dinner. Topics are agreed between HSMIA and the partner and are based on current or future issues affecting hoteliers and separate events are held on Sales, Marketing, Digital and Revenue Management issues.

▶ Premium Partner **\$3,000** (maximum 1 Partner)

Category	Inclusions
BENEFITS	<ul style="list-style-type: none"> • Opportunity for one company representative to serve as a discussion starter for one of the roundtable topics about a subject mutually agreed upon with HSMIA. This includes briefing the group in a 10-minute presentation if desired. • Invitation for one additional company representatives to attend the lunch & networking reception • Co-branded content with logo recognition and partner mention in the Roundtable article which will be distributed to the industry at large • Partner Table in prime location and placement of a banner with maximum visibility • Recognition as the solo Partner during Welcoming and Closing • Company logo and recognition as solo Partner on the HSMIA website and all communications in regards to the Roundtable • Access to the attendee list



THOUGHT LEADERSHIP

CONTENT | Thought Leadership & Directed Insights

Co-Branded Specialty Articles

{Content Partner}

HSMIA will collaborate with partners to distribute co-branded specialty articles and reports relevant to the industry to all HSMIA members and the industry at large who visit our web site and search for resources via our site. Membership includes a broad spectrum of hotels and hotel companies as well as companies that partner with the hotel industry

- ▶ Quarterly Series **\$3,000** (maximum 6 Partners)

Category	Inclusions
BENEFITS	<ul style="list-style-type: none"> • Hospitality & Tourism Industry articles and reports will be co-branded with HSMIA. HSMIA reserves the right to review and edit each edition with a maximum of a three business day turnaround to partner company. • Topics must be relevant to the Asia Pacific audience or specifically to Australia/ New Zealand, South East Asia, and/or China. • HSMIA 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. • The report will reside in the www.hsmia.org Knowledge Center content portal and search engine that is used by members globally and the industry at large. • White papers will be promoted on the HSMIA Asia Pacific homepage for a calendar month as well as used in conversations on the HSMIA Asia Pacific LinkedIn Group.

Co-Branded Whitepapers

{Content Partner}

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

- ▶ Single White Paper **\$4,000**
- ▶ Two-part series **\$6,000**
- ▶ Three-part series **\$8,000**

Topic Selection

- Topics are selected collaboratively between the partner and HSMAI AsiaPacific.
- 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, 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. Case studies should be concise – 200 words or less.
- 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.
- White papers shall not exceed five pages of written content.

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.

