



HOTELDATA CONFERENCE™

Hosted by **STR** and **HotelNewsNow.com**

Presented by **Loews Vanderbilt Hotel**

September 5-6, 2012 • Nashville, TN

Loews Vanderbilt Hotel

www.HotelDataConference.com

Want exposure to over 300 key hotel decision makers?

SPONSORSHIP OPPORTUNITIES

Join STR, the global leader in hotel market data and performance benchmarking, and HotelNewsNow.com, a digital platform dedicated to reporting objective news from the global hotel industry, at the Loews Vanderbilt Hotel in Nashville, Tennessee for the fourth annual Hotel Data Conference September 5–6, 2012.

The Hotel Data Conference is a gathering of industry executives with a specific interest in crunching data to improve the performance of their hotel and/or hotel company. The conference's content is designed to appeal to brand executives, hotel owners, developers, operators, revenue management specialists and pricing analysts.

As a sponsor, you'll have the opportunity to meet and interact with our speakers, panelists and other STR data users.

General Sponsor Benefits

Included In All Sponsorships:

- Sponsor acknowledgement on conference banner and other conference materials
- Company logo on Hotel Data Conference website
- Limited time discounted registration for affiliates
- Electronic attendee list

Interested in Becoming a Sponsor?

Contact Lysie Chamberlain for information on how to get started.

Lysie Chamberlain

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Chamberlain@hotelnewsnow.com

Gold Sponsor — \$10,000

- Speaking or moderating position during conference (if approved by content committee)
- Three complimentary registrations
- Tabletop exhibit (8 ft)
- Full page ad in program
- All general sponsor benefits

Silver Sponsor — \$8,000

- Choose an item to sponsor (company logo featured on one item)
- Two complimentary registrations
- Tabletop exhibit (8 ft)
- Half page ad in program
- All general sponsor benefits

Bronze Sponsor — \$5,000

- Sponsorship of one F&B event (choose one) Breakfast Day 1 Breakfast Day 2
- One complimentary registration Lunch Day 1 Snack Stations
- Half page ad in program
- Tabletop exhibit (8 ft)
- All general sponsor benefits

SOLD

Networking Reception Sponsor— \$8,000 (limited to 1)

- Exclusive sponsorship of Networking Reception with signage and a three minute company overview
- Tabletop exhibit in Networking Reception area (8 ft)
- Three complimentary registrations
- All general sponsor benefits

Awards Show Lunch Sponsor— \$7,000 (limited to 1)

- Exclusive sponsorship of Awards Lunch with signage and a two minute company overview
- Tabletop exhibit (8 ft)
- Two complimentary registrations
- All general sponsor benefits



Mobile App Sponsor— \$6,000 (limited to 1)

- Logo and sponsorship mention on the app and conference materials.
- Tabletop exhibit (8 ft)
- Two complimentary registrations
- All general sponsor benefits

Networking Reception Tabletops — \$4,000 (limited to 5)

- Be front & center at the always popular Networking Reception with your table in the room
- One complimentary registration per table
- All general sponsor benefits

Sponsor of the Show Countdown— \$3,000

- Exclusive sponsorship of countdown ticker on HotelDataConference.com
- One complimentary registration
- Tabletop exhibit (8 ft)
- All general sponsor benefits



Media Sponsor

Print: Cost — 2 full page color ads

E-Media: Cost — 2 months banner ads

Media Sponsorship includes:

- Two complimentary registrations
- All general sponsor benefits

Supporting Sponsor — \$2,500

- Sponsorship acknowledgement in program
- All general sponsor benefits

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HotelNewsNow.com

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Logo & Sponsorship level featured on entry display.

Tabletop display in networking area.



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2011 Hotel Data Conference Sponsors

