



March 8-10, 2010 • Las Vegas Convention Center • Las Vegas, NV • www.hotelworldexpo.com

There is no better way to reach your target audience than through event marketing and sponsorships. At HotelWorld 2010 you can promote your company with opportunities outside and inside the Las Vegas Convention Center, through sponsorships, online and print advertising. The wide array of opportunities available allows us to help you find the most effective way to reach out to our audience.

HOTELWORLD PREMIER SPONSORSHIP PACKAGES

With any of these sponsorships, our sponsors will receive recognition throughout the year on our marketing materials promoting HotelWorld 2010 which include website, postcards, email blasts, advertisements in various publications, conference brochure and the HotelWorld Show Directory. Each sponsorship can be customized to meet sponsor's goals.

PLATINUM SPONSORSHIP

- Pre-select booth space for HotelWorld 2011
- Web banner on HotelWorld website
- Sponsor recognition on website
- Pre-show email blast sponsor creates and HotelWorld will send out to prospects and pre-registered attendees
- Electronic guest pass program
- Enhanced listing on website and Show Directory
- Speaking opportunity on HotelWorld TV
- Full page color ad in HotelWorld Show Directory
- Full page color ad in HotelWorld Awards Brochure
- Conference Badges (5 total)
- Opportunity to hang banner inside the LVCC
- Sponsor recognition in Show Directory
- Recognition on on-site sponsor signage/banner
- Post show email blast sponsor creates and HotelWorld will send out to 2010 attendees

Total Package Valued Over \$30,000

Investment: \$20,000

GOLD SPONSORSHIP

- Pre-select booth space for HotelWorld 2011
- Web banner on HotelWorld website
- Sponsor recognition on website
- Electronic guest pass program
- Enhanced Listing on website and Show Directory
- 1/2 Page color ad in HotelWorld Show Directory
- Full page color ad in HotelWorld Awards Brochure
- Conference Badges (3 Total)
- Recognition on on-site sponsor signage/banner
- Sponsor recognition in Show Directory

Total Package Valued Over \$20,000

Investment: \$15,000

SILVER SPONSORSHIP

- Pre-select booth space for HotelWorld 2011
- Web banner on HotelWorld website
- Sponsor recognition on website
- Electronic Guest Pass Program
- Enhanced listing on website and Show Directory
- 1/2 Page color ad in HotelWorld Show Directory
- Full page color ad in HotelWorld Awards Brochure
- Conference badge (1 total)
- Recognition on on-site sponsor signage/banner
- Sponsor recognition in Show Directory

Total Package Valued Over \$15,000

Investment: \$10,000

CONTACT INFORMATION

Sales Representative: Jamie Cavanaugh • 617-219-8379 • jcavanaugh@questex.com

EVENT MARKETING PACKAGE OPTIONS

OPTION 1

- 100 square foot exhibit space
- Enhanced Listing Package
 - Corporate Logo on website and in the HotelWorld Show Directory
 - Contact Information (Name, Address, Phone, Fax, Booth Number)
 - Company Description
- Half page - 4 color ad in the HotelWorld Show Directory
- Display case located near registration area

Cost of Package:

\$3,700

Total Value of Package: \$4,700 (\$1,000 in savings)

For Current Exhibitors
(without booth investment):

\$1,000

OPTION 2

- 100 square foot exhibit space
- Enhanced Listing Package
 - Corporate Logo on website and in the HotelWorld Show Directory
 - Contact Information (Name, Address, Phone, Fax, Booth Number)
 - Company Description
- Half page 4 color ad in the HotelWorld Show Directory
- Display case located near registration area
- Rotating web banner on HotelWorld website

Cost of Package:

\$5,000

Total Value of Package: \$6,700 (over \$1,700 in savings)

For Current Exhibitors
(without booth investment):

\$2,300

OPTION 3

- 200 square foot exhibit space
- Enhanced Listing Package
 - Corporate Logo on website and in the HotelWorld Show Directory
 - Contact Information (Name, Address, Phone, Fax, Booth Number)
 - Company Description
- Full page four color ad in the HotelWorld Show Directory
- Display case located near registration area
- Rotating web banner on HotelWorld website

Cost of Package:

\$8,000

Total Value of Package: \$9,770 (over \$1,700 savings)

For Current Exhibitors

(without booth investment - must be in a 200 sq ft space or larger): \$2,500

OPTION 4

- 200 square foot exhibit space
- Enhanced Listing Package
 - Corporate Logo on website and in the HotelWorld Show Directory
 - Contact Information (Name, Address, Phone, Fax, Booth Number)
 - Company Description
- Full page four color ad in the HotelWorld Show Directory
- Display case located near registration area
- Sponsored e-mail blast to our pre-registered and prospect list promoting your presence at our event
- Rotating web banner on HotelWorld website

Cost of Package:

\$9,000

Total Value of Package: \$11,270 (over \$2,200 savings)

For Current Exhibitors

(without booth investment-must be in a 200 sq ft space or larger): \$3,400

ONLINE/WEB ADVERTISING OPPORTUNITIES

Email Promotion Sponsor

HotelWorld is being promoted throughout the year to thousands of prospective attendees. Your company's 100 word description and logo with link will appear on one event email blast to HotelWorld 2010 attendee prospects and pre-registered attendees.

Investment: \$1,500

Email Pre-Registration Confirmation Sponsor

Reach thousands of pre-registered attendees before they even get to the event. Your customized message with link and booth number will be included in the registration confirmation emails going to every pre-registered attendee.

Investment: \$5,000

Website Advertising on hotelworldexpo.com

Promote your brand and products where buyers come to learn more about HotelWorld. Online advertising is the best opportunity for pre and post show marketing.

Investment: Contact your sales rep for sizes and pricing information.

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MARKETING & PROMOTIONAL OPPORTUNITIES

Product Display Sponsor (limited to 9)

Take the opportunity to display your company to our audience! Be front and center of the exhibit hall where all attendees walk in. These product display cases are positioned near registration way and will showcase your products, company logo, booth number and any message you want to relay to our attendees.

Investment: \$995

Corporate Greeters

Greet thousands of hospitality professionals when they walk through the doors of the Convention Center each day of the show. Pass out literature, information and/or products while driving them to your location at the event.

Investment: \$2,000

Conference Pads & Pens (limited to 2/session)

Place your logo on pens and pads of paper that will be handed to all our paid conference attendees within the conference sessions. (Production cost is the responsibility of the sponsor and must be approved by HotelWorld team).

Investment: \$2,000

Badge Insert Sponsor (limited to 1)

Every attendee will see your company logo or message. Every attendee will receive a badge and can not access the show without one. Badge inserts are a great way to promote your company or a special event. (Production cost is the responsibility of the sponsor. Artwork must be approved by HotelWorld team).

Investment: \$3,000

HotelWorld Show Bag Sponsor (limited to 1)

Custom printed show bags turn every show participant into your own personal billboard. These bags are distributed at registration to every attendee and press. Your company message will be seen throughout the entire event. (Production cost is the responsibility of the sponsor. Artwork must be approved by HotelWorld team).

Investment: \$5,000

Show Bag Insert Sponsor (limited to 5)

Put your marketing collateral in every attendee's hand. Creating an insert for the show bags are a great way to inform the press and attendees about existing and new products or give them a small trinket to take home.

Investment: \$3,000

Keynote Chair Drop (limited to 2)

Gain maximum exposure to all those attending the keynote session. Have the ability to pass out collateral, books, or pens. Seat drop will be taken care of by HotelWorld staff.

Investment: \$5,000

Lanyard Sponsor (limited to 1)

Every attendee prefers to wear their event badge on a lanyard. This is one of the most popular items and delivers tremendous exposure. Put your company name and logo on the lanyards for HotelWorld 2010. (Production cost is the responsibility of the sponsor and artwork must be approved by HotelWorld team).

Investment: \$7,000

Press Room Sponsor (limited to 2)

Display your logo on the computer screens and use this room to educate the press about your products and services.

Investment: \$8,000

Registration Sponsor (limited to 1)

Attendees will be picking up their badges at the registration desks before entering the show floor. Make a first impression with our counter kick panels displaying your company's logo and booth number. Our staff will also pass out any literature you have to the attendees.

Investment: \$10,000

Floor Graphics Sponsor

Every attendee will walk over your graphics. We strategically place your graphics over the show floor inside and outside of the exhibit hall. (Production cost is the responsibility of the sponsor and artwork must be approved by HotelWorld team).

Investment: Contact your sales rep for pricing information.

Expo Banners

Make a huge impact with one of your banners which we will hang inside or outside of the Las Vegas Convention Center.

Investment: Contact your sales rep for pricing information.

Exhibit Hall Aisle Banners (limited to 1 per aisle)

Maximize your brand throughout the entire exhibit hall. Aisle banners are placed in each aisle of the show directing attendees to booth locations. Your logo and booth number will be placed on any aisle of your choice.

Investment: \$6,000 per aisle banner

Hotel Key Cards (limited to 1 per hotel)/Room Drops

Drive traffic to your booth with exposure at our host hotels (Production cost is the responsibility of the sponsor and room drops require an additional fee – varies per hotel).

Investment: \$4,000 per hotel

Information Booth (limited to 3)

Make an impression by sponsoring the information booth located near the registration desks. This is your chance to showcase your brand and guide them directly to your location at the event. The information booth panels will display your logo and the host will pass out your collateral or products to our attendees in addition to show information. (Sponsor is responsible for providing collateral/products).

Investment: \$7,000

**CONTACT
INFORMATION**

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HOSTING OPPORTUNITIES

Opening Night Reception (limited to 5)

Make a huge impact before HotelWorld even begins! Included in this sponsorship is recognition in Directory, website, on-site, marketing pieces promoting reception, email blast, and ability to pass out literature/giveaways to all guests attending the reception.

Investment: \$5,000

HotelWorld Awards Dinner Sponsor (limited to 3)

The HotelWorld awards is a competition open to all individuals and firms involved in the hotel industry. There are over 10 categories and the winners will be announced at the dinner. As a sponsor you will be recognized during the dinner, on marketing material, website, Awards Program and can pass out literature or giveaways to all guests attending.

Investment: \$5,000

HotelWorld Awards Swag Bag Sponsor

Be the exclusive swag bag sponsor which will get distributed to all our guests attending this black tie dinner for the HotelWorld Awards. Included in your sponsorship is one product insert. (Production of bags and insert is the responsibility of the sponsor).

Investment: \$3,000

HotelWorld Awards Swag Bag Insert

Insert one of your products into the HotelWorld Awards Swag Bag which will be handed out to all the paid guests attending the dinner. (Insert is the responsibility of the sponsor).

Investment: \$1,000

Meeting Rooms (space is limited - book early)

We have several conference rooms located throughout the convention center to meet with clients or team members.

Investment: Contact your sales rep for pricing information.

PRINT ADVERTISING OPPORTUNITIES

Enhanced Listing – Logo Enhancement

Your company name will stand out from the rest of our exhibitors with the enhanced listing in the HotelWorld Show Directory and on our website. Your company name will be highlighted along with your company logo.

Investment: \$325

IHW – Exhibit Hall Map Sponsor

Every attendee at International Hospitality Week will receive an exhibit hall map showing the layout of the booths on the show floor. Your sponsorship will highlight your booth on the map, display your logo and a message for our attendees.

Investment: \$500

HotelWorld Awards Program

Each paid guest attending the awards dinner will receive a program with a list of categories and finalists. Reach these guests by placing a full page color ad in this program.

Investment: \$500

HotelWorld Show Directory

This year round reference guide will be distributed to all attendees at registration. The guide gives a detailed description of exhibiting companies, conference program, networking events and advertisements.

Investment: Contact your sales rep for pricing information. Different rates for placement and size.

SPEAKING OPPORTUNITIES

HotelWorld TV Sponsor

Our camera crew will be walking around the show floor recording speaking sessions for HotelWorld TV. Our camera crew will make a big statement while wearing t-shirts promoting your company. Included in sponsorship is one speaking session.

Investment: \$5,000

HotelWorld TV Speaking Session

Spread the word about your business and products to the hospitality industry. Our camera crew will record your 3 minute session in your booth to be displayed on the HotelWorld website along with contact information to network and gather leads.

Investment: \$1,500

SHOW SPONSORSHIPS

International Hospitality Week Sponsorships

Are you looking to reach over 30,000 hospitality professionals from the hotel, nightclub, bar, and restaurant industries? These sponsorships are guaranteed to make an ever lasting impression on all those planning to attend the events!

Investment: Contact your sales rep for further details.

VIBE Program Sponsor

Get in front of our Very Important Buying Executives with this sponsorship which includes golf tournament, host and access to VIBE lounge and recognition of sponsorship on HotelWorld marketing materials. Please contact your sales representative for further details.

Investment: \$10,000

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HOTELWORLD SPONSORSHIP PRICING OPPORTUNITIES

ONLINE/WEB ADVERTISING

Email Promotion Sponsor	\$1,500
Email Pre-Registration Confirmation Sponsor	\$5,000
Web Advertising	125 x 125 - \$750/month
.....	120 x 240 - \$1,000/month
.....	468 x 60 - \$1,500/month

MARKETING & PROMOTIONAL

Product Display Sponsor	\$995
Corporate Greeters	\$2,000
Coat & Luggage Sponsor	\$2,000
Conference Pads & Pens	\$2,000
Badge Insert Sponsor	\$3,000
HotelWorld Show Bag Sponsor	\$5,000
Show Bag Insert Sponsor	\$3,000
Keynote Chair Drop	\$5,000
Lanyard Sponsor	\$7,000
Press Room Sponsor	\$8,000
Registration Sponsor	\$10,000
Floor Graphics Sponsor	Call for Details
Expo Banners	Call for Details
Exhibit Hall Aisle Banners	\$6,000
Hotel Key Cards	\$4,000/Hotel
Hotel Room Drops	\$4,000/Hotel
Information Booth	\$7,000

HOSTING

Opening Night Reception	\$5,000
HotelWorld Awards Dinner Sponsor	\$5,000
HotelWorld Awards Swag Bag Sponsor	\$3,000
HotelWorld Awards Swag Bag Insert	\$1,000
Meeting Rooms (space is limited)	Call for Details

PRINT ADVERTISING

HotelWorld Show Directory:	
Full Page 4/C	\$1,000
2 Page Spread	\$1,800
Half Page	\$800
1/4 Page	\$700
Inside Front Cover	\$2,500
Inside Back Cover	\$2,000
Cover Wrap	\$3,500
Enhanced Listing –Logo Enhancement	\$325
HotelWorld Awards Program	\$500
IHW Exhibit Hall Map Sponsor	\$500

SPEAKING

HotelWorld TV Sponsor	\$5,000
HotelWorld TV Speaking Session	\$1,500

SHOW SPONSORSHIPS

Platinum Sponsor	\$20,000
Gold Sponsor	\$15,000
Silver Sponsor	\$10,000
VIBE Program Sponsor	\$10,000
International Hospitality Week Sponsor	Call for Details

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MARKETING & SPONSORSHIP CONTRACT

Company: _____ Date: _____

Contact Name: _____ Phone: _____

- Email Promotion Sponsor
- Email Pre-Registration Confirmation Sponsor
- 25 x 125 Web Banner
- 120 x 240 Web Banner
- 468 x 60 Web Banner
- Product Display Sponsor
- Corporate Greeters
- Conference Pads & Pens
- Badge Insert Sponsor
- HotelWorld Show Bag Sponsor
- Show Bag Insert Sponsor
- Keynote Chair Drop
- Lanyard Sponsor
- Press Room Sponsor
- Registration Sponsor
- Floor Graphics Sponsor
- Expo Banner - size: _____, location: _____
- Exhibit Hall Aisle Banners
- Hotel Key Cards
- Hotel Room Drops
- Information Booth
- Opening Night Reception
- HotelWorld Awards Dinner Sponsor
- HotelWorld Awards Swag Bag Sponsor
- HotelWorld Awards Swag Bag Insert
- Meeting Rooms
- HotelWorld Show Directory:
 - Full Page 4/C
 - 2 Page Spread
 - Half Page
 - 1/4 Page
 - Inside Front Cover
 - Inside Back Cover
 - Cover Wrap
 - Logo Enhancement
- HotelWorld Awards Program
- IHW Exhibit Hall Map Sponsor
- HotelWorld TV Sponsor
- HotelWorld TV Speaking Session
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Vibe Program Sponsor
- International Hospitality Week Sponsor
- Other _____

Total Investment: \$ _____

Please make payments to **HotelWorld Expo & Conference 2010**

Mail to: Questex Media Group, Inc
HotelWorld Expo
275 Grove St., Suite 2-130
Newton, MA 02466
P: 617-219-8300 F: 617-219-8310

Accepted by Sponsor: _____ Date: _____

Accepted by HotelWorld: _____ Date: _____

TERMS AND CONDITIONS:

All sponsorship and promotional opportunities are offered on a first-come, first-served basis. This form shall be legally binding between Questex Media Group and the exhibitor. Contract is subject to terms and conditions of production.

PAYMENT:

A 50% non-refundable payment is due upon receipt of contract. After 30 business days, options will be released. Balance is due Nov. 7, 2009. All payments are due in full with required materials prior to deadline dates set forth by HotelWorld Expo & Conference.