



International Hotel  
Investment Forum

A FOCUS ON EUROPE

# The 12th International Hotel Investment Forum 2009

9-11 March 2009 | InterContinental | Berlin, Germany

## SPONSORSHIP INFORMATION

The Leading Meeting Place for the  
European Hotel Investment Community

### Contents

Forum Overview

The Audience

Why Become a Sponsor?

Sponsorship Levels and Entitlements

Contact Information



"Quite an exceptional event"

TONY POTTER, CHIEF EXECUTIVE OFFICER,  
CORINTHIA HOTELS INTERNATIONAL

Hosts

**QUESTEX**  
MEDIA

**bench**  
EVENTS

## Forum Overview

Hosted by Questex Media and Bench Events, the IHIF is the leading and most well attended meeting place for executives in the European hotel investment community.

**With the help of an Advisory Board made up of leaders from the hotel industry, the programme for the International Hotel Investment Forum (IHIF) is formed.**

**The IHIF comprises three days of networking and educational events.** Now in its 12th year, the IHIF has become known as the place where deals get done and is **the** meeting place in Europe for senior hotel executives.

Delegates and speakers come from all over the world – over 50 countries

are represented making it a truly international event.

**OVER 1800 PEOPLE ATTENDED THE IHIF IN 2008.**

**The Speakers** are influencers and leaders in the industry who are chosen because they have important information and advice to share.

**The Attendees** are key figures and decision-makers, namely: Presidents, Owners, Founders, Chairmen, Consultants

and Advisors from all areas of the hotel industry and from all across the World.

**The Sponsors** are companies who are leaders in the hotel investment industry. Sponsors are chosen to ensure that all aspects of the investment industry are covered, to increase the variety and diversity of the Forum, to provide up-to-date information on developments and trends, and to enable delegates to have access to the lead-players.



## Preliminary Schedule - subject to change

### Monday 9th March 2009

#### AFTERNOON:

- Registration and Welcome Coffee
- Networking Xpress
- Plenary Sessions and Keynote Presentations
- Sponsors' Exhibition

#### EVENING:

- Opening Night Networking Reception

### Tuesday 10th March 2009

#### MORNING:

- Breakfast
- Plenary Sessions and Keynote Presentations
- Coffee Break and Sponsors' Exhibition
- Breakout Sessions

#### AFTERNOON:

- Networking Lunch and Awards
- Coffee Break and Sponsors' Exhibition
- Breakout Sessions

#### EVENING:

- Gala Networking Reception

### Wednesday 11th March 2009

#### MORNING:

- Breakfast
- Plenary Sessions and Keynote Presentations
- Coffee Break and Sponsors' Exhibition
- Breakout Sessions

#### AFTERNOON:

- Networking Lunch
- Sightseeing Trips
- Conference Ends
- Delegates free to go to ITB



"The foundation of so many great deals are laid in Berlin"

PATRICK FITZGIBBON, SVP  
DEVELOPMENT, EUROPE & AFRICA,  
HILTON HOTELS

## The Forum consists of:

- Plenary sessions containing keynote speeches, presentations, panels and leaders' debates
- Breakout panel debates and workshops
- Evening networking receptions
- Networking Xpress
- A Sponsors' Exhibition
- Networking lunches
- Sightseeing trips
- Deal of the Year and Lifetime Achievement Awards

## Sponsors' Dinner

The IHIF Sponsors' Dinner will be held at the Riverbank Park Plaza Hotel, London on 10th December 2008. IHIF Sponsors are offered a complimentary table at the Dinner to entertain clients and guests.

## The Audience

The IHIF has a reputation as the leading meeting place for senior level hotel executives in Europe. The calibre of the attendees and the Sponsors, coupled with outstanding networking opportunities, unrivalled evening receptions and the very high level of organisation, give the IHIF the reputation it deserves.

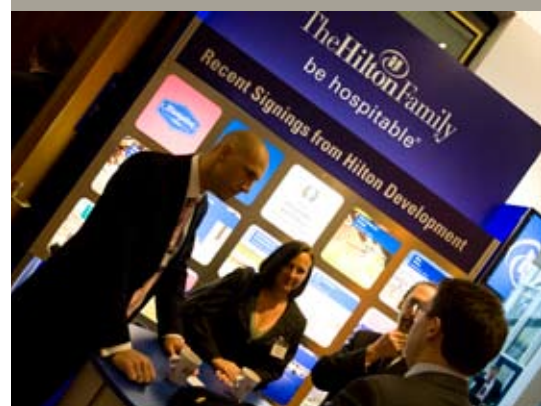
### Who attends?

The International Hotel Investment Forum is a quality event that attracts a very high level audience and the key and influential players in the industry. By becoming a Sponsor you will be putting your company's services in front of the following people:

**Investors, Hotel Owners, Lenders, CEOs, Hotel Chain Executives, Financial Advisors, Mortgage Brokers, Real Estate Agents, Lawyers, Designers, Architects, Consultants, Tourism Officials, Timeshare Developers and Government Officials.**

### When asked what they liked most about the IHIF attendees said:

- Networking opportunities
- Key people in the industry attend
- International feel of the event
- Mix and quality of the attendees
- A good representation of the industry in attendance
- Quality of the Speakers
- Programme content
- Variety of topics covered
- Opportunity to meet clients



"The year after year record attendance is testimony to the ongoing success of the event. You all deserve an award for your tireless energy and creative talents in putting on yet another blockbuster IHIF performance"

MICHAEL HIRST OBE,  
CONSULTANT, CBRE

## Why Become a Sponsor?

How many hours do you spend making calls and organising meetings throughout the World? You can conduct more business in just three days than a year's worth of sales calls by sponsoring the IHIF.

Becoming a Sponsor will put your company in front of a very influential group of over 1800 industry members. You will be making use of the opportunity of having the largest group of senior hotel executives in Europe all under one roof for 3 days. It would be virtually impossible for your company to reach this group so closely through any other means other than sponsoring the event.



**As a Sponsor, you will be capitalising on the most effective means to reach those companies and individuals who need your services to compete in the global economy. Here's how we help you to do this:**

- Before the event you will be included in conference marketing materials. Your logo will be positioned alongside the other leading companies and included in 25,000 brochures that are mailed out to senior executives.
- You will have access to the valuable attendee list prior to the event to enable you to make meetings at the conference.
- During the event, through a wide variety of ways, you will be given prime opportunities to position yourself in front of a very senior level audience of the European hotel investment community.
- All opportunities offered to Sponsors are aimed at helping you market your company as a leader and influencer and a source that people should choose to do business with.

**If you see yourself as a leading company in the industry, by not becoming a sponsor you will be missing out on the unique opportunity and the reputation that the IHIF can bring.**



“First class contacts,  
good networking,  
excellent information...  
and fun!”

2008 DELEGATE

## Previous IHIF Sponsors include:

- Aareal Bank
- ACCOR
- Acentic
- Aedas
- Allied Irish Bank (GB)
- Bank of America
- Barclays
- Berwin Leighton Paisner
- Brazilian Ministry of Tourism
- Calyon Corporate and Investment Bank
- CB Richard Ellis Hotels
- Christie & Co
- CIBC World Markets
- Colliers International Hotels
- Concorde Hotels & Resorts
- CMS Cameron McKenna
- Deloitte
- Deutsche Bank
- DLA Piper Rudnick
- Dorint & Dr Ebertz
- Ernst & Young
- Expedia, Inc.
- Falkensteiner Michaeler Tourism Group
- Freshfields Bruckhaus Deringer
- Four Seasons Hotels & Resorts
- Greenberg Traurig
- Group RCI
- GuestInvest
- Hamilton Hotel Partners
- Heller Ehrman
- Hilton International
- Horwath Consultancy
- Hotel Analyst
- Hotels Magazine
- *Hottelling*
- HVS Hodges Ward Elliott
- HVS International
- iBahn
- InterContinental Berlin
- InterContinental Hotels Group
- Jones Lang LaSalle Hotels
- Jumeirah Group
- KPMG
- Marriott International
- Molinaro Koger
- Morgan Stanley
- NH Hotels
- NorthCourse
- Leisure Real Estate
- OBM Tourism & Leisure
- OTRUM ASA
- Pandox
- Park Plaza
- Paul, Hastings, Janofsky & Walker LLP
- PKF
- Proskauer Rose LLP
- Property Finance Europe
- The Rezidor Hotel Group
- The Bench
- The Royal Bank of Scotland Plc
- Tiara Hotels
- Savills
- Scandic
- Sidley Austin
- Six Senses Resorts & Spas
- *Sleeper*
- Sonnenschein Nath & Rosenthal LLP
- Starwood Capital Group
- Starwood Hotels & Resorts
- Union Investment Real Estate AG
- VIA Hotel
- Vision Hospitality
- WestLB
- WATG
- World Travel & Tourism Council
- Wyndham Hotel Group International Inc

## Sponsorship Levels & Entitlements

### There are 2 levels of Sponsorship – Sponsor and Patron

#### Conference Sponsor £15,000

##### Promotional and pre-event

- Your company's name on promotional materials related to the IHIF 2009
- Opportunity to send invitations to the IHIF 2009 delegates
- Customised mailing to potential IHIF 2009 attendees

##### At the event

- One advertisement in the on-site delegate materials
- Three complimentary delegate registrations
- Your company name and/or logo on signage
- Reserved table at the lunches with the opportunity to invite delegates to join you at your table
- Opportunity to donate a prize to a delegate draw to take place during the IHIF 2009
- Association with the leading European hotel industry conference
- Exhibition space in the exhibit hall

#### Conference Patron £25,000

##### In addition to the benefits to Conference Sponsors, Patrons will also receive the following:

- Listing in all promotional materials and on signage as a 'Patron'. Patrons receive the most prominent place on promotional materials and signage
- Two additional complimentary delegate registrations (in addition to the three given as a Sponsor)
- A meeting room to use during IHIF 2009 (subject to availability)
- One insert into the delegate bags (only available to Patrons)
- Preferred booth location in the exhibit hall

#### Sponsors' Dinner

Every year, an IHIF Sponsors' Dinner is held in London. This year the black-tie dinner will be held in the The Riverbank Park Plaza Hotel, London on the 10th December 2008, where Sponsors and their guests will be treated to a lavish evening. Each Sponsor has the opportunity to host a table for 8 guests (12 for Patrons). Many invite clients and some use it as an opportunity to treat company employees. This table is included in the cost of the overall sponsorship fee. Nearly 400 people attend this dinner and it is an ideal networking opportunity.

*Tables are subject to availability.*



"The networking opportunities are excellent and under one roof you can arrange meetings with different people from all over the world."

2008 DELEGATE

### Contact Information

[www.berlinconference.com](http://www.berlinconference.com)

Tess Pearson  
+44 (0) 203 184 2094  
(London, UK)  
[tpearson@questex.com](mailto:tpearson@questex.com)

Gillian Powell  
+44 (0)20 8297 2053  
(London, UK)  
[Gillian.Powell@thebench.com](mailto:Gillian.Powell@thebench.com)

Stacy Silver  
+1 954 306 0747  
(Florida, USA)  
[ssilver@questex.com](mailto:ssilver@questex.com)

**QUESTEX**  
M E D I A

### Supporting Media:

HotelWorld Expo  
HOTEC Events  
Hotel Design  
Hotel Times  
Hotel & Motel Management  
Luxury Hotelier