

# HSMAI Debuts "Sales Week"

with the co-location of multiple events  
for sales executives

November 5-7, 2019

Westin Stonebriar Hotel & Golf Club  
Frisco, Texas

**Tuesday, November 5<sup>th</sup>**

Chief Sales Officer Executive Roundtable

Hotel Management Company Sales and Marketing  
Executive Roundtable

**NEW!** Sales Awards Dinner

**Wednesday, November 6<sup>th</sup>**

**NEW!** Sales Leader Forum

**NEW!** Rising Sales Leaders Council Meeting

**Thursday, November 7<sup>th</sup>**

Sales Advisory Board Meeting



## Does your target customer profile include any of the following?

- Off-property seasoned sellers** who want to fuel, update, and/or reinvigorate their career in sales or sales leadership (Sales Leader Forum attendees)
- Sales professionals from Brands, Management Companies, and Independent hotels and resorts** who are leading teams and impacting front-line sellers – from corporate leaders who support on-property teams to regional DOS who oversee multiple properties (Sales Leader Forum attendees)
- Group & BT** national sales directors, strategic account directors, key account directors, area directors, and regional director of sales (Sales Leader Forum attendees)
- C-level executives** from hotel brands (Chief Sales Officer Executive Roundtable attendees)
- VP's of sales and marketing** from hotel management companies (Hotel Management Company Sales & Marketing Executive Roundtable attendees, and Sales Leader Forum attendees)

**Single-event partnerships and customized packages are available.**

Contact Elise Rhinehart for more information on becoming an HSMAI partner.  
Elise Rhinehart | Business Development Manager | [erhinehart@hsmia.org](mailto:erhinehart@hsmia.org) | 703.506.3297

## ***HSMAI Sales Leader Forum – Advance | Elevate | Evolve***

New in 2019, the HSMAI Sales Leader Forum is a unique event that advances the hotel sales discipline by elevating the knowledge and skills of corporate sales leaders when it comes to important trends, critical insights, and best practices...and what it means for leading hotel sales teams in today's landscape.

### ***Platinum Partner \$10,000***

- ❑ Welcome attendees from the main stage during a general session (2-3 minutes).
- ❑ Send three (3) company representatives to take advantage of your complimentary registrations and connect with influential attendees face-to-face.
- ❑ Be recognized for your investment in the sales discipline and hotel industry.
  - Premium logo recognition in pre- and post-event marketing
  - Logo placement on print and email marketing
  - Logo recognition as a "Platinum Partner" on the event website
  - Onsite branding on the sponsor logo loop
  - Logo in printed program with 200-word company description
- ❑ Connect in person with attendees at your premium-placed display table in the general session room. You will have room for collateral and a display screen.
- ❑ Provide a customized logo item for distribution at attendee place settings. *The item is produced at the sole-cost of the sponsoring company, and must be pre-approved by HSMAI.*

### ***Silver Partner \$5,000***

- ❑ Send two (2) company representatives to take advantage of your complimentary registrations and connect with influential attendees face-to-face.
- ❑ Be recognized for your investment in the sales discipline and hotel industry.
  - Logo recognition in pre- and post-event marketing
  - Logo placement on print and email marketing
  - Logo recognition as a "Silver Partner" on the event website
  - Onsite branding on the sponsor logo loop
  - Logo in printed program with 150-word company description
- ❑ Connect in person with attendees at your display table in the general session room.



### ***Bronze Partner \$2,500***

- ❑ Send one (1) company representative to take advantage of your complimentary registration and connect with influential attendees face-to-face.
- ❑ Be recognized for your investment in the sales discipline and hotel industry.
  - Logo recognition in pre- and post-event marketing
  - Logo placement on print and email marketing
  - Recognition as a "Bronze Partner" on the event website
  - Onsite branding on the sponsor logo loop
  - Recognition in printed program with 100-word company description
- ❑ Connect in person with attendees at your display table in the general session room.



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### ***Sales Awards Dinner Co-Host | \$15,000***

For the first time ever, HSMAI will recognize the 2019 Lifetime Achievement Award in Sales Honoree and the Hotel Sales Professionals of the Year Awards, and celebrate them along with an audience of their peers.

Attendees at this exclusive networking event will include hotel sales executives participating in the Chief Sales Officer and Hotel Management Company Sales and Marketing Executive Roundtables, Sales Leader Forum attendees, Sales Advisory Board members, and members of HSMAI's Americas Board.

Partners will have:

- 3-minutes of presentation time on the main stage
- Registration and reserved VIP seating for four (4) company representatives
- Post-event registration list (name, title, company, address, phone)
- Company logo and 200-word description in the printed program
- Company logo recognition on the event website and in select direct marketing and promotional materials
- Company logo recognition onsite including signage and main-stage visuals.

### ***Rising Sales Leaders Council Host | \$2,500***

New in 2019, HSMAI's Rising Sales Leaders Council will meet face-to-face in order to plan and launch its annual program of work including professional development and advocacy for the sales discipline among "next generation" sales leaders.

Comprised of up-and-coming sales professionals working in a mix of hospitality sales roles (e.g., hotel on-property, regional, or corporate, DMO, DMC, Management Company, brand or partner, etc.), the Council is part of the HSMAI Sales Advisory's Board's work to cultivate the next generation of industry leaders.

Members will advance their skill sets, shape the future of HSMAI, network with peers, and contribute to the industry via their insights, feedback, and thought leadership.

Partners will have:

- Opportunity for one (1) company representative to attend the Council's kick-off lunch
- Opportunity to welcome the group and introduce your company with a 5-minute executive brief
- Recognition with verbal mentions and logo placement on the meeting agenda
- Access to full contact information of all Council members

### ***Sales Advisory Board Planning Retreat Host | \$2,500 – 2 opportunities available***

HSMAI's [Sales Advisory Board](#) demonstrates the value and relevance of the sales function by focusing on four key priorities: 1) Reduce industry wide cost of sales/customer acquisition; 2) Promote innovative recruiting and talent development practices; 3) Enhance sales force business acumen in order to increase productivity and improve the buying-selling process; 4) Develop efficient sales practices for hotels, including aligning sales with operations, revenue management, and ecommerce, while reducing costs

Partners will have:

- Opportunity for one (1) company representative to attend the retreat dinner (the preceding evening) and breakfast
- Opportunity to welcome the group and introduce your company with a 5-minute executive brief
- Recognition with verbal mentions and logo placement on the retreat agenda and retreat dinner
- Access to full contact information of all Advisory Board members

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## Executive Roundtables

HSMAI's Executive Roundtables are networks of like-minded senior hotel leaders that meet periodically at face-to-face forums.

### **Chief Sales Officer (CSO) Executive Roundtable |**

**\$7,500**

**Only 1 of 3 Exclusive Positions Remaining as of August 1!**

The by-invitation-only Chief Sales Officer Executive Roundtable hosts 15-20 CSOs annually, each responsible for leading a hotel brand's sales strategy and execution.

Partners will have:

- Opportunity for one (1) company representative to sit for a 10-minute interview in front of the roundtable participants (discussion questions are mutually agreed upon in advance)
- Invitation for the interviewee and one (1) additional company representative to attend the lunch and awards dinner
- Co-branded content with logo recognition in the Roundtable summary which provides insights from the roundtable to the industry at large
- Logo recognition on signage
- Recognition in the onsite guide (program) with logo, company description, company representative listing with contact information
- Opportunity to offer guests a branded gift
- Post-event access to full contact information for all attendees



### **Hotel Management Company Executive Roundtable |**

**\$7,500**

**Only 1 of 3 Exclusive Positions Remaining as of August 1!**

This by-invitation-only roundtable hosts 18-25 senior executives annually, each responsible for a leading hotel management company's sales and marketing strategy and execution.

Partners will have:

- Opportunity for one (1) company representative to sit for a 10-minute interview in front of the roundtable participants (discussion questions are mutually agreed upon in advance)
- Invitation for the interviewee and one (1) additional company representative to attend the lunch and awards dinner
- Co-branded content with logo recognition in the Roundtable summary which provides insights from the roundtable to the industry at large
- Logo recognition on signage
- Recognition in the onsite guide (program) with logo, company description, company representative listing with contact information
- Opportunity to offer guests a branded gift
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