



2024 Executive Roundtable Series Commitment Form

A select thought leadership opportunity – sponsor a roundtable to connect with hotel c-suite executives.

HSMAI Executive Roundtables are networks of like-minded senior hotel leaders that meet periodically at face-to-face and virtual forums. On Average, each by-invitation-only roundtables hosts 15-20 senior executives responsible for sales, marketing, and revenue optimization from leading hotel brands, management companies and ownership groups. All roundtables have up to three exclusive partnership positions which are available on a first come, first served basis.



Past executive roundtable series have brought together over 50 unique hotel brands, management companies and ownership groups annually. Companies represented include AccorHotels, Ashford, Atrium Hospitality, Best Western Hotels & Resorts, Choice Hotels International, Commonwealth Hotels, Concord Hospitality Enterprises, Crescent Hotels & Resorts, Drury Hotels, Extended Stay America, First Hospitality Group, Highgate Hotels, Hostmark Hospitality Group, IHG, Interstate Hotels & Resorts, Kimpton Hotel Group, LLC, Marcus Hotels & Resorts, Marriott International, Omni Hotels & Resorts, Preferred Hotel Group, Prism Hotels & Resorts, Radisson Hotel Group, Red Roof Inn, Rosewood Hotels & Resorts, Sonesta, Wyndham Hotels & Resorts and more!

Face – to – Face Executive Roundtable Partnership Benefits:

- Opportunity for one (1) company representative to share and discuss unique insights to the group during a 20-minute portion of the roundtable session (10-minute presentation with 10 minutes of Q&A recommended)
- Invitation for up to two (2) company representatives to attend the opening point of view and partner insights portion of the agenda as well as the social lunch and/or reception for the respective peer group.
- Recognition on signage, and in the onsite guide with company description, representative listing, and logo
- Pre-and post-event access to attendee lists, with full contact information shared onsite
- Opportunity to offer a branded gift for attendees at each place setting.



Commercial Executive Joint Networking Dinner: Up to three partners are positioned as co-hosts for a social dinner the evening prior to the CRO & Ownership Group roundtables. Partnership includes three (3) registrations to dinner, a 2–3 minute welcome introduction, and branding on all printed materials including signage and dinner menu.



Virtual Roundtable Partnership Co-host Benefits:

- The opportunity for two company representatives to attend the beginning portion of the roundtable session.
- The opportunity for one company rep to share a data point and introduce a piece of content with roundtable attendees via one PowerPoint slide and 3-4 minutes presentation time, and one company rep to attend as an observer.
- Partners will be able to participate and listen in for the first part of the agenda which will include sentiment survey questions and discussion and are invited to stay until all partners have shared their insights.
- Partners can share a piece of educational content with attendees to build on their data point shared with attendees (HSMAI sends post event to attendees)
- Partners will receive recognition on the agenda and program with logo, company description, and contact information.
- Partners will receive a copy of the program, which includes attendee contact information (name, title, company, email address)

Return Completed Commitment Form to Mark Primuth at mark.primuth@hsmi.org

Questions? Please reach out to our HSMAI Partnership Team: [Bob Gilbert](#), [Elise Rhinehart](#), or [Mark Primuth](#)



Peer Group	Date	Partnership Pricing
Virtual Executive Roundtables Via Zoom		
Global Chief Distribution Officers	December 11, 2023	<i>Virtual Roundtable Pricing: \$1,250</i>
Global Chief Distribution Officers	May 2024	
2024 Face-to-Face Executive Roundtables		
Chief Marketing Officers	February 14 th , 2024 – New York, NY	\$12,500
Executive Breakfast – Destination Marketing Officers & Chief Marketing Officers	February 14 th , 2024 – New York, NY	\$5,000
Hotel Management Company – Chief Digital Officers	June 24 th , 2024 – Charlotte, NC	\$7,500
Brand Chief Digital Officers	June 24 th , 2024 – Charlotte, NC	\$7,500
Chief Distribution Officers	June 24 th , 2024 – Charlotte, NC	\$4,500
Commercial Officer Joint Dinner	June 26 th , 2024 – Charlotte, NC	\$10,000
Brand Chief Revenue Officers	June 27 th , 2024 – Charlotte, NC	\$12,500
HMC Chief Revenue Officers	June 27 th , 2024 – Charlotte, NC	\$12,500
Ownership Commercial Executives	June 27 th , 2024 – Charlotte, NC	\$4,500
Brand - Chief Sales Officers	November 14, 2024 – Washington, D.C.	\$7,500
Hotel Management Company – Sales & Marketing Executives	November 14, 2024 – Washington, D.C.	\$7,500

Roundtable Events Selected Above: _____

Total Partnership Cost of Selected Events: _____

Other Notes: _____

Signature signifies your Partner Commitment: _____ **Date:** _____

Contact Information:

Name: _____ Title: _____

Company: _____

Billing Address: _____

City, State ZIP: _____

Phone: _____ Email: _____

CANCELLATION & PAYMENT POLICY

HSMAI Executive Roundtables have limited partnership opportunities and are confirmed on a first come first served basis. Authorized signature signifies commitment to pay for service as stipulated herein. An invoice will be created and shared upon receipt of the commitment form. All requests are final. Partnerships are only transferable in the event HSMAI changes or reschedules the event. Full payment must be made in U.S. dollars drawn on a U.S. bank and received by HSMAI sixty days prior to the scheduled event in order for company to receive benefits and recognition. HSMAI reserves the right to resell and/or reassign sponsorship(s) at sole discretion for reservations that are not paid in full 60 days prior to the event date.

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