

# Dedicated Email Blasts

- To reach the whole of HSMIAI Americas 3,500 members, email has proven an effective method. Our members have deemed their inboxes as the best way to reach them.
- Email blast development process
  - Pick a send date that works for yours and HSMIAI's calendars
  - Send HSMIAI the full HTML of your email along with your subject line. (HSMIAI sends emails using Higher Logic software)
  - HSMIAI reviews content and requests edits as needed
  - Once edits have been made a final draft will be sent for your approval
  - Approve and select a time to send
- Pricing:
  - 1 Email Blast = \$2,500
  - 2 Email Blasts = \$5,000
  - 3 Email Blasts = \$7,000
- Emails are subject to HSMIAI editorial review before sending and we do not sell membership lists or share email records with partners.
- Due to weekly newsletters and annual events, HSMIAI is limited to sending 2 partner messages per month. Sponsored email deliveries are not available in January, February, May, and June.



INDUSTRY INSIGHTS

## SOCIAL & CRM CROSS-CHANNEL MARKETING GUIDE

Explore how powerful data segmentation can be when these systems are used together.

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Next Gen Revenue Management Strategies

Where did all my profits go?

Hotels are getting historically high rates. Why are they not incurring historically high profits, while delivering flawless service?

The dawn of enterprise optimization is here

Research | Get it now >

Historically, optimization practices and technologies have focused too narrowly on maximizing room revenue, and more recently, on minimizing the distribution and marketing costs associated with that revenue. Expanding the same practice to other revenue streams has been a natural next step, but the higher revenues climb, the more profit margin that seems to leak out of the balance sheet. A new practice called Hospitality Enterprise Optimization, using the proven analytical abilities of revenue managers and the systems at their disposal, will go a long way to finding that lost profit.

[Download the research to learn more.](#)

Advances in demand forecasting and optimization technology, access to ever-growing volumes of data, and increases in processing power have ushered in a new era of Hospitality Revenue Management.

Visit us during HSMIAI ROC June 22, or stop by booth 701 during HITEC June 21-23 in New Orleans to learn how to start harnessing the power of next gen revenue management.

For immediate questions, email [hospitality@infor.com](mailto:hospitality@infor.com), or call 800-260-2640.

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