



2024-2025 HSMAI Executive Roundtable Events: Partnership Overview & Commitment Form

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 available on a first come, first served basis.



Attendee Profile

BASED ON 2024 ATTENDANCE

Attendee Qualifications

All Roundtables are by invitation only. Individuals are invited based on their specific role at a specific company (determined by company type and number of hotels in the company's portfolio). Invitations are non-transferable.

Companies/Organizations:

Aimbridge Hospitality, Best Western Hotels, Choice Hotels, Concord Hospitality, Crestline Hotels & Resorts, Davidson Hospitality Group, HHM, Highgate, Hilton, Hyatt, Marriott, Pyramid Global Hospitality, Wyndham and more

Estimated Attendees:

- 15-20/per peer group
- 1 representative allowed per company

Contact us for list of attendees at our previous events

Event Schedule/Agenda

2024/25 Event Schedule/Pricing on Page 3

Typical Programming (8a-3pm)

8:00-8:30am - Breakfast & Welcome Reception
8:30am- 9:00am - Welcome & Introductions
9:00-11:15am - Joint Session w/Keynote Speaker
11:15-11:30am - Transition Break
11:30am-1:30pm - Breakout into Peer Discussions & Partner Insight Presentations

- All Attendees will be asked to provide an introduction of who they are and what industry topic or job task currently keeps them up at night
- 20 Minute Partner Insight Presentations
- Networking Lunch

1:30-3:00pm - Peer Discussion for Hotelier Attendees only (closed session, no partners involved)

Return Completed Commitment Form to Mark Primuth, Partnership Manager, at mark.primuth@hsm.ai.
Questions? Reach Mark at mark.primuth@hsm.ai or 571-762-4379

HSMAI Executive Roundtables: Partnership Benefits Overview

ROUNDTABLE PARTNER

Benefits

- 2 registrations to the Roundtable Event (1 speaker, 1 observer)
 - Event includes the following: Social Breakfast/Lunch, Networking Reception, and point of view discussion with peer group
- 20 Minute presentation time to share and discuss unique insights to the peer group
 - Restricted to only one presenter.
 - 10-minute presentation with 10 minutes of Q&A recommended
- On-Site Recognition as a Partner
- 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.

COST PER EVENT/PEER GROUP LISTED ON NEXT PAGE

COMMERCIAL EXECUTIVE JOINT DINNER PARTNER

- 3 registrations to the Dinner Event
- Verbal Welcome to the Group
- On-Site Recognition as a Partner

Total cost: \$10,000 - (3 Total Partner Positions Available)

VIRTUAL ROUNDTABLE PARTNER

- 2 registrations to the Roundtable Event (1 speaker, 1 observer)
- 5 Minute presentation time to share and discuss unique insights to the peer group
 - Restricted to only one presenter.
- Share a piece of educational content with attendees to build on their data point shared with attendees (HSMAI sends post event to attendees)
- Receive a copy of the program (includes attendee information - name, title, org., email)
- Recognition on agenda with logo, company description, and contact information.

Total cost: \$1,250 - (3 Total Partner Positions Available)

HSM AI Executive Roundtables: Schedule & Partnership Commitment Form

Peer Group	Date	Partnership Pricing
Virtual Executive Roundtables Via Zoom		
Global Chief Distribution Officers	December, 2024	Virtual Roundtable Pricing: \$1,250
Global Chief Distribution Officers	May, 2025	
2024 Face-to-Face Executive Roundtables		
Sales Executives – Brand	November 14, 2024 – Washington, D.C.	\$7,500
Sales & Marketing Executives – Hotel Mgmt. Company	November 14, 2024 – Washington, D.C.	\$7,500
2025 Face-to-Face Executive Roundtables		
Marketing Executives	February 2025 – Washington, D.C.	\$12,500
Destination Marketing & Hotel Marketing Executives - Networking Breakfast	February 2025 – Washington, D.C.	\$5,000
Digital Executives – Hotel Mgmt. Company	June 16, 2025 – Indianapolis, IN	\$4,500
Digital Executives – Brand	June 16, 2025 – Indianapolis, IN	\$7,500
Distribution Executives	June 16, 2025 – Indianapolis, IN	\$4,500
Revenue Executives – Brand	June 16, 2025 – Indianapolis, IN	\$12,500
Revenue Executives – Hotel Mgmt. Company	June 16, 2025 – Indianapolis, IN	\$12,500
Ownership Group Commercial Executives	June 16, 2025 – Indianapolis, IN	\$4,500
Commercial Executives Joint Dinner	June 18, 2025 – Indianapolis, IN	\$10,000
Sales Executives – Brand	November 13, 2025 – Chicago, IL	\$7,500
Sales & Marketing Executives – Hotel Mgmt. Company	November 13, 2025 – Chicago, IL	\$7,500

Partnership Commitment

Partnership Items Selected Above: _____

Total Cost of Selected Items: _____

Other Notes/Waitlist: _____

Signature of your Partner Commitment: _____ Date: _____

Contact Information

Name: _____

Title: _____

Company: _____

Billing Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

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CANCELLATION & PAYMENT POLICY

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. Full payment must be made in U.S. dollars drawn on a U.S. bank and received by HSM AI in order for company to receive benefits and recognition. HSM AI reserves the right to resell and/or reassign sponsorship(s) at sole discretion for reservations that are not paid in full 60-business days prior to the event date.