

COMMERCIAL STRATEGY CONFERENCE PARTNER ACTIVATIONS



2026

Exclusive Opportunities to Amplify Your Impact
Updated: 101025

WANT TO MAKE THE MOST OF YOUR EXPERIENCE?



Partnership Engagement Overview

Partner activations give you the opportunity to enhance your presence across the conference in meaningful ways. By aligning with touchpoints that attendees remember most, you not only elevate their experience but also ensure your presence resonates long after the event. These activations position you to be part of the conversations, memories, and connections that keep your brand top of mind well beyond the conference.

Please Note: All enhancements are only available to partners with a confirmed conference partnership at the Silver level or higher. A partnership commitment must be secured before enhancement eligibility. (*Eligible tiers include Silver, Gold, and Platinum.*)

After a full day of insights and strategy, attendees are ready for something a little more relaxed and a lot more social. Cheers & Chats is HSMAI's signature networking reception: a chance for industry leaders to unwind, connect, and build meaningful relationships

As the exclusive activation partner, your brand becomes the face of this highly anticipated experience — woven into the setting where conversations flow and connections take root.

Activation Benefits Include

- **Branded plastic cups** for all beverages
- **Custom cocktail napkins** featuring your logo or messaging
- **Two signature cocktails or mocktails**, co-branded with your organization
- **Branded signage** throughout the reception space

Make your brand the one they toast to – and talk about – long after the conference ends.



Emerging Leaders Reception

\$7,500 | 3 Positions Available

- 🎯 **Focus:** Celebrate & connect with the next generation of hospitality professionals
- 👥 **Target Audience:** Early-career professionals from hotels and partners focused on sales performance, marketing innovation, and revenue strategy
- 📍 **Date | Location:** Monday, June 15, 2026 | San Antonio, TX
- 📍 **Co-Located Event:** Commercial Strategy Conference

Your own private hub for meaningful conversations.

As a Partner Activation, these private meeting spaces are exclusively available to the partners who reserve them. Once secured, the space becomes your own—comfortable, professional, and designed for uninterrupted conversations. Because meeting space in and around the conference is often limited and difficult to book, these private areas offer a convenient, stress-free option for on-site meetings.

Positioned in high-traffic areas, they not only enhance your brand visibility but also make it easier for attendees to connect with you directly. This ensures you maximize engagement by capturing valuable attendee interaction, while offering a premium experience that keeps your brand top of mind long after the conference.

Included Features & Benefits

Designed for comfort, convenience, and visibility, each private meeting space includes:

- **Seating for up to 4 people** — perfect for focused conversations
- **Prominent logo-branding** — Logo branded signage displayed on the door to showcase your brand
- **Turnkey setup** — Set-up Include table(s), chairs, linen, power, and a trash can
- **Lockable door for added privacy**
- **Prime location** - Positioned in a high-traffic area of the conference to maximize visibility and engagement
- **Optional enhancements** - may be available upon request (Audio/Visual support and Food & Beverage services)

Give attendees the boost they need. Choose one of two prime positioning options or go all-in for exclusive branding. This turnkey activation delivers direct engagement and high-impact visibility.

Partner Benefits Include

- 36 Custom Branded Quick-Charge Portable Power Banks
(supports Micro USB, USB-C, and Apple Lightning – perfect for on-the-go use)
- Full Kiosk Wrap with Custom Branding
- 24" Interactive Touchscreen with multimedia branding
(video, motion graphics, QR engagement – no sound)



Contact Center Roundtable

\$5,000 | 3 Positions Available

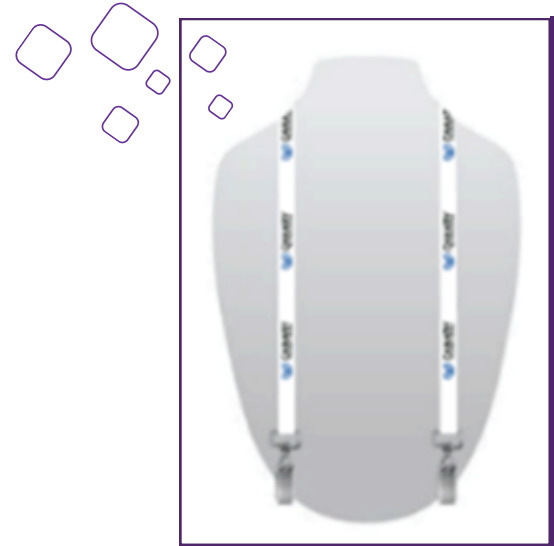
- 🎯 **Focus:** Strategic leadership, operational excellence, and industry innovation
- 👥 **Target Audience:** Contact center leaders from hospitality and travel brands driving excellence in reservations, service, loyalty, and guest experience
- 📍 **Date | Location:** Monday, June 15, 2026 | San Antonio, TX
- 📍 **Co-Located Event:** Commercial Strategy Conference

Exclusive Lanyard Partner

\$5,000

Your brand is front and center—literally. As the exclusive lanyard partner, your logo will be proudly displayed on every attendee's badge, ensuring continuous visibility and thousands of organic impressions throughout the event.

*Please note that lanyard MUST be a **double bulldog clip** and all production and shipping costs are the sole responsibility of the client.*



The Hydration Hub | Exclusive Custom Hydration Station

\$5,000 | \$7,500*

Position your brand at the intersection of wellness, visibility, and guest care. This fully customizable hydration sponsorship gives you the opportunity to enhance the attendee experience and position your brand at all HSMIAI-provided water stations throughout the conference. From logo-branded cups to signage, this activation offers both functional impact and elevated exposure.

Includes

- ✓ Custom logo-branded cups
- ✓ Tailored signage options (e.g., wraps, branded table skirts, etc. — venue-dependent)
- ✓ Placement at all HSMIAI-provided water stations

** Pricing may vary depending on responsibility for design, production, and shipping. Pricing may also be subject to change if requested deliverables exceed the scope of work built in to the activation.*

Your brand in their hand. As the exclusive partner of the morning coffee and morning breaks for the conference, you'll be front and center during the most highly trafficked, highly caffeinated moments of the day. This premium activation lets you fuel attendees while reinforcing your brand at every sip.

Activation Includes

- **Two-day brand presence** during breakfast and morning coffee service
- Prominent custom-branded signage at all official morning coffee stations
- **Logo-branded cups, sleeves, napkins, and stir sticks** (*design approval required*)



Extended Activation Opportunities

Boost your brand presence and enhance attendee experience even further with these optional enhancement.

- ✓ **Afternoon coffee break** | \$3,500 per day
- ✓ **Signature Blend** | Pricing and availability subject to change
- ✓ **Cold Brew** | Pricing and availability subject to change
- ✓ **Branded Nitro Coffee Station** | Pricing and availability subject to change

** Pricing may vary depending on responsibility for design, production, and shipping. Pricing may also be subject to change if requested deliverables exceed the scope of work built in to the activation.*

Flash Forward is the exclusive, on-site photobooth experience of the Commercial Strategy Conference—offering your brand a high-impact way to connect with over 900 attendees through moments that are both personal and shareable. From polished headshots to fun, branded photo ops, this activation blends professional value with interactive energy.

As the official Conference Photobooth Partner, you'll help attendees refresh their personal brand, capture memories, and engage with your company in a natural, memorable way.

Benefits include

- One additional conference registration for your professional photographer
- Digital & on-site recognition as the official Conference Photobooth Partner (on the conference website and app)
- Two custom photobooth spaces in the foyer
 - ✓ One reserved for professional headshots
 - ✓ One designed for HSMAI or conference-branded photo experiences

Partner provides

- A professional photographer available throughout the event (excluding general sessions)
- Coordination with HSMAI on booth setup, backdrops, and accessories
- Photo delivery software so attendees can instantly receive and share their images

Bonus Value



Your brand will be tied to moments that matter—whether it's a refreshed LinkedIn profile or a fun conference memory. *Flash Forward* blends personal impact with professional polish.

Position your brand as a thought leader by hosting 3 educational sessions the afternoon before the conference begins. This is your exclusive opportunity to engage directly with current and potential clients — sharing best practices, industry trends, and innovative solutions that showcase the value of your products and services.

Your session will be

- Seamlessly integrated into the official conference agenda
- Open to all registered attendees at no additional cost
- Promoted as a featured component of the HSMAI Commercial Strategy Conference programming

Drive visibility, spark meaningful conversations, and establish your brand as a trusted partner in commercial strategy.

Rise and Restore | Virtual Wellness Activation

\$2,500 (Day 2 Only)

In a world where burnout is real and balance is hard-won, even small moments of restoration can make a meaningful impact. Rise and Restore is a gentle, intentional start to Day 2 — an exclusive opportunity for attendees to breathe, reset, and feel ready to go for day 2 of the conference!

The Wellness Wake-Up Activation offers your organization the opportunity to show up for industry professionals in a powerful way. You're not just securing visibility—you're helping to foster a culture of well-being. You're reminding attendees that their health matters, not just to their companies, but to the partners who power the community forward.

Your partnership includes

- A **30-minute virtual wellness session** led by a professional instructor and open to all registered attendees
- A **30-second video** to share your message of support and care during the session
- The **chance to offer a thoughtful, wellness-related branded item** for attendees to pick up at your booth on Day 1—something tangible to carry into the session the next morning

Unlike traditional activations, this isn't just another branded message — it's a shared moment of care. And that kind of experience sticks with attendees long after the event ends. Wellness isn't just a perk—*it's how we show up for our best selves.*

DON'T SEE YOUR PERFECT FIT? LET'S BUILD IT.

We're always open to inventive sponsorship ideas that enhance the event and elevate your brand in meaningful ways. Reach out to our [Partnership Manager](#) to create a custom opportunity tailored to YOU!



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Pricing Disclaimer & Additional Information

- All pricing for customizable partner activations and enhancements is estimated based on standard production and basic logo/branding specifications. Final costs may vary depending on the scope of customization, materials required, and vendor capabilities.
- Pricing is also dependent on whether design, production, and shipping are managed by HSMAI or by the partner and is subject to change if requested deliverables exceed what HSMAI is able to provide within the scope of the proposed partnership structure.
- Pricing may also fluctuate based on availability, market conditions, or vendor capacity at the time of execution. This applies only to activations for which HSMAI is responsible for production and shipping. HSMAI will communicate any changes with the partner prior to confirmation.