



Hospitality Financial and
Technology Professionals

Become a

CORPORATE

ALLIED

SPONSOR

GROW your company **reach**, brand **visibility** and industry **network**
while saving money on valuable HFTP-produced events and resources.

GROW with HFTP

In today's rapidly changing hospitality industry, how does your company and its employees stay current, informed and engaged?

Hospitality Financial and Technology Professionals (HFTP) is proud to offer the **Corporate Allied Sponsors (CAS) program** as a resource designed to promote your company to a vast, interconnected network of HFTP members, stakeholders and industry professionals working in hotels, clubs, resorts, casinos and other hospitality companies across the globe.



Get exclusive savings.

Receive **exclusive CAS pricing** on HFTP-produced events for exhibits, sponsorship and advertising (*on applicable events*) and other HFTP products and services (*where applicable*).



Annual
Company
Investment
\$4,000



Access focused resources.

The CAS includes **up to five individual HFTP memberships**, a benefit designed to empower your team members in their professional growth. Each individual membership includes a **chapter affiliation** to provide invaluable opportunities to connect with other members locally.



Gain visibility and recognition.

Spotlight your company to an international audience in many ways, including:

- Your company logo and link to website featured on the HFTP website.
- The opportunity to have your company profiled in a special "CAS Spotlight" segment.
- An exclusive HFTP CAS logo for your company to use on its website.
- A Hospitality Net membership (plus two credits on Bytes news sites).
- Logo featured on signage displayed at HFTP-produced events including HITEC, the world's largest, longest-running hospitality technology conference and exhibition, and the HFTP Annual Convention.

Sponsorship benefits include:

- Five individual HFTP members, each with chapter affiliation of choice.
- Company logo and link on www.hftp.org.
- Special pricing on exhibits, sponsorships and advertising (*where applicable*).
- Use of HFTP CAS logo for your company website.
- Member discount on HFTP event registration.
- Member discount on qualifying HFTP publications including USALI.
- Access to the HFTP Job Board and Membership Directory.
- Member discount on HFTP Academy programs.
- Opportunity to be featured in a CAS Spotlight company profile.
- Discounts on a variety of business services including shipping, technology, car rentals and more.



“ Being a part of HFTP means continually striving to improve [customer] experiences and surrounding ourselves with peers who understand the way to achieve this is by harnessing the power of technology and innovation to move the industry forward. ”

Shagun Malhotra
CEO, Skystem



JOIN HFTP

To learn more about the Corporate Allied Sponsor program or to join, please visit www.hftp.org/membership/join or contact HFTP's membership team at membership@hftp.org.