Marketing Opportunities

Event Sponsorships
Webinar Sponsorships
HITEC Bytes
PineappleSearch.com
Digital Magazine Advertising
HFTP.org Advertising
HFTP AUDIENCE

HFTP is the source and resource for hospitality finance and technology information. We are a global nonprofit association that uniquely understands the hospitality industry’s problems. We assist our stakeholders in finding solutions to industry problems quicker and more efficiently than any other group, by providing the outlets necessary to reach the industry’s decision-makers with the products and solutions provided by you.
HFTP AUDIENCE

AT-A-GLANCE

MEMBERS BY INDUSTRY SEGMENT

Hotel/Resort 29.2%
Club 22.8%
Other 27.7%
Supplier 4.5%
Consulting 3%
CPA Firm 2.4%
Education 1.4%
Casino .5%

MEMBER JOB TITLES

President/Owner
Chief Financial Officer
Chief Information Officer
Vice President
VP of Finance
VP of Information Services
Controller/Comptroller
Corporate Controller
Assistant Controller
Director of IT
MIS Manager
Accounting Manager
Systems Manager
Accounting Firm Manager
General Manager
Staff Accountant
Administrative Manager
Sales/Marketing Rep
Consultant
Auditor
Educator
GLOBAL EVENTS
AND SPONSORSHIPS

HFTP EVENTS
HITEC TORONTO
HITEC AMSTERDAM
ANNUAL CONVENTION
PROLINKS WEBINARS
HFTP GLOBAL EVENTS

Give your company added visibility and increase brand awareness. Reach HFTP’s audience directly at one of its well-regarded events.

HITEC Amsterdam
Debuts March 2017
Building on the expertise of planning and producing the world’s largest hospitality technology show, HFTP is producing a European counterpart to the tremendously successful HITEC. The preliminary program includes exhibits with up to 60 booths, a keynote presentation in the usual tradition of HITEC, and 16+ educational sessions.

Hotel Financial Executives Exchange
Annually in June
This C-level, by invitation only event is designed to provide financial executives in the hotel industry with the opportunity to connect with industry peers, share ideas and discuss hot-topic security issues.

HITEC Toronto
June 2017
HITEC is the largest, most comprehensive showcase of hospitality technology in the world. Exhibitors can expand their presence beyond the show floor and maximize their investment by including additional promotional elements in their HITEC marketing plan. From attendee lists to sponsorships, there are marketing opportunities available to meet every budget.

Club and Hotel Controllers Conference
Annually in June
HFTP’s popular conference offers two full days of essential information for today’s controller. Find a range of sessions that reflect the position’s diverse responsibilities: technology to taxes, human resource management to personal inspiration.

Club Financial Executives Exchange
Annually in October
This C-level, by invitation only event is designed to provide financial executives in the club industry with the opportunity to connect with industry peers, share ideas and discuss hot-topic security issues.

HFTP Annual Convention
Annually in October
Promote your products and services to a targeted audience of finance and technology decision-makers. Exhibitors have the opportunity to expand their presence with sponsorship opportunities.
EVENT DEBUT! Building on the expertise of planning and producing the world’s largest hospitality technology show, HFTP has announced plans for HITEC Amsterdam. The preliminary program includes exhibits with up to 60 booths, a keynote presentation in the usual tradition of HITEC and 16+ educational sessions on current technology topics for hospitality. The HITEC Amsterdam Advisory Council, made up of hospitality industry executives from nine European countries, are planning the educational program.

WHO ATTENDS
Meet with high-level industry professionals:
CEO
CIO
IT Manager
Vice President, IT
And more...

EXHIBIT SPACE
COST ......................... from 3,000€ + VAT
Stand includes:
- 3m x 3m space
- Two full conference registration for exhibiting company representatives
- Two customer complimentary conference registrations
- Pre- and post-show attendee registration lists (pre-show: PDF; post-show: Excel)
- Access to exclusive sponsorship and advertising opportunities.

SPONSORSHIPS
Customize your sponsorship today by contacting:
Carl Weldon
HFTP Chief Operations Officer Europe
carl.weldon@hftp.org

Jennifer Lee, CAE
HFTP Chief Marketing Officer
jennifer.lee@hftp.org
HITEC 2017, TORONTO
June 26–29, 2017 • Metro Toronto Convention Centre • Toronto, Ontario Canada

HITEC is the largest, most comprehensive showcase of hospitality technology in the world. Exhibitors can expand their presence beyond the show floor and maximize their investment by including additional promotional elements in their HITEC marketing plan. From attendee lists to sponsorships, there are marketing opportunities available to meet every budget.

WHO ATTENDS
Meet with high-level industry professionals:
CEO
CIO
IT Manager
Vice President, IT
And more...

EXHIBIT BENEFITS
- Meet with high-quality buyers. Build customer relationships and network with colleagues during over 14 hours of dedicated exhibit time.
- Distinguish your brand. Demonstrate your company’s expertise and excellence in the industry in this focused environment.
- Be a part of the discussion. The HITEC education program, planned and presented by top industry experts, spurs discussion of the latest industry trends.
- Network with the best and the brightest. HITEC draws the brightest minds and hottest technology from 60 countries to one place with more than 43 years of success.

Exhibit, sponsorship and marketing details are available on www.hitec.org.

Contact the HFTP Meetings and Events Department for more information: Alison Heathcote, HFTP Exhibits Manager • alison.heathcote@hftp.org • +1 (512) 220-4029.
ANNUAL CONVENTION
October 19-21, 2016 • Caesars Palace Las Vegas Hotel & Casino • Las Vegas, Nevada USA
ALL NEW! Same great networking and education in a redesigned format.

WHO ATTENDS
Attendee titles include:
Controller/Comptroller
Accountant/CPA
CFO/VP of Finance
IT Director
Director of Finance
CTO/CIO
President/CEO/Owner
Manager
Accounting Manager
Corporate/Internal Auditor

SPONSOR PACKAGE
COST ........................................... $1,995 USD
• Two minute company video at the start of a sponsored session, provided by sponsoring company
• Speed networking luncheon with the opportunity to meet with attendees
• Table-top display during Friday luncheon
• One full conference registration
• Company logo on sponsor sign
• Company logo in printed program
• Pre- and post-show list of attendees in PDF format, including address, phone and e-mail if provided.

BRANDING PACKAGE
COST ........................................... $600 USD
Can’t attend, but still want company recognition?
• Company logo on sponsor sign
• Company logo on conference web site
• Company logo in printed program
• Post-show list of attendees in PDF format, including address, phone and e-mail if provided.

Details are available on www.hftp.org.

Contact the HFTP Meetings and Events Department for more information: Alison Heathcote, HFTP Exhibits Manager • alison.heathcote@hftp.org • +1 (512) 220-4029.
SPONSORSHIPS

PROLINKS WEBINARS

ProLinks webinars are offered throughout the year at no cost to HFTP members. HFTP members attend these online courses from the comfort of their office while gaining valuable knowledge and earning continuing education credits. Get your company’s name in front of hundreds of participants as a webinar sponsor.

SPONSORSHIP

COST ....................................................... $2,000 USD per webinar

- Within the webinar, the sponsor will get two slides with company logo and content (introduction and closing slide)
- Verbal recognition with company description during webinar
- Company logo included in webinar promotion e-mails
- All webinars are archived, providing company exposure long-term

CHAPTER LEADER WEBINARS

COST ....................................................... $1,500 USD per webinar

Based on the HFTP ProLinks webinar structure, this online education series is directed toward the volunteer leaders within HFTP. The HFTP Global office has planned a program of leadership-focused presentations to support the network of over 60 chapters located internationally. Sponsorships include the same benefits as ProLinks webinar sponsorships.

Contact the HFTP Marketing Department for more information: sales@hftp.org • +1 (512) 220-4023.
HITEC Bytes (bytes.hitec.org) is an online information resource which delivers curated business intelligence to a global community of hospitality IT professionals. HITEC Bytes aggregates daily updated news and trends from relevant industry magazines, blogs and industry portals translated into a comprehensive feed of current trends and developments which matter most in today’s hospitality IT.

HITEC Bytes also publishes a bi-monthly newsletter which reaches a global audience of hospitality IT professionals, including global HITEC attendees and exhibitors, as well as users which subscribe via the web site.

Your content posted on HITEC Bytes:

Designed for vendors and suppliers in hospitality IT, HITEC Bytes offers a content marketing solution which guarantees highly-targeted and year-long exposure for press releases, though leadership articles, blogs, white papers and other digital marketing assets.

- Publication of **press releases** (1 release = 1 credit)
- Publication of **opinion articles** (1 opinion article = 1 credit)
- Publication of **whitepapers** (1 whitepaper = 1 credit)
- Publication of **webinars** (1 webinar = 1 credit)
- Publication of **company/corporate blogs**
- Additional publication of contents on Hsyndicate network sites.

Each package is based on benefits as included in Hsyndicate membership.

(*) Includes HITEC Bytes, pineapplesearch.com, hitec.org, hospitalitynet.org and other Hsyndicate channel sites.

(**) Includes pineapplesearch.com, hospitalitynet.org and other Hsyndicate channel sites.

### CREDITS (Annual Packages)

<table>
<thead>
<tr>
<th>Credits</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>$896 USD</td>
</tr>
<tr>
<td>10</td>
<td>$1,592 USD</td>
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</tbody>
</table>

### BANNER A (250 x 250 pixels, square)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 month</td>
<td>$1,500 USD</td>
</tr>
<tr>
<td>3 months</td>
<td>$3,375 USD</td>
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</table>

Limited to 3 available positions. Banner also displayed in each newsletter edition.

### BANNER B — Site Sponsor (970 x 90 pixels, leaderboard)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>12 months</td>
<td>$15,000 USD</td>
</tr>
</tbody>
</table>

- Co-branding of 1 white paper, produced by sponsor
- Permanent leaderboard banner ad on web site
- Sponsor banner ad in each edition of the HITEC Bytes newsletter
- Content marketing package containing 20 credits
- Thought-leadership article included in HOTEL Yearbook Technology 2017

Contact the HFTP Marketing Department for more information: sales@hftp.org • +1 (512) 220-4023.
Pineapplesearch offers a unique platform for vendors and suppliers providing targeted exposure for your existing digital marketing contents/assets. Through its alliance with Hsyndicate, Pineapplesearch enables publication and enhanced search-exposure of your press releases, opinion articles, whitepapers, webinars, social media assets and much more. Pineapplesearch/Hsyndicate membership is the only solution which guarantees a full index of your digital contents on Pineapplesearch.com.

Pineapplesearch/Hsyndicate membership comes with these benefits:

- Publication and syndication* of press releases (1 release = 1 credit)
- Publication and syndication* of opinion articles (1 opinion article = 1 credit)
- Publication and syndication* of white papers (1 whitepaper = 1 credit)
- Publication of webinars in industry calendar** (1 webinar = 1 credit)
- Publication of organization capsule**
- Indexing and syndication of corporate blog**
- Integration of social media assets (Facebook, Twitter, YouTube etc.)
- Publication of appointments** (staff movements)
- Publication of infographics**
- Promote your presence at industry events
- Enhanced (sponsored) visibility in PineappleSearch.com search results**

(*) Includes pineapplesearch.com, hitec.org, hospitalitynet.org and other Hsyndicate channel sites
(**) Made available on pineapplesearch.com and hospitalitynet.org

<table>
<thead>
<tr>
<th>Credits</th>
<th>Annual Membership</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Annual Membership</td>
<td>$896 USD</td>
</tr>
<tr>
<td>10</td>
<td>Annual Membership</td>
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<tr>
<td>20</td>
<td>Annual Membership</td>
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<tr>
<td>30</td>
<td>Annual Membership</td>
<td>$4,179 USD</td>
</tr>
</tbody>
</table>

Contact the HFTP Marketing Department for more information: sales@hftp.org • +1 (512) 220-4023.
DIGITAL MAGAZINE

HFTP’s quarterly, digital magazine brings advertisers a variety of options for reaching an audience of hospitality finance and technology decision makers.

By advertising in HFTP’s quarterly magazine your company:
- Reaches over 5,000+ hospitality finance and IT professionals.
- Targets decision-makers at hotels, clubs, resorts, casinos and more.
- Connects with professionals who are well-informed on industry advances and who know the needs of their organizations.

EDITORIAL CONTENT
Feature articles on the following topics appear on a regular basis:
- Finance
- Law Updates
- Industry Trends
- Revenue Management
- Technology Management
- Human Resources
- Industry Research
- Food & Beverage
- Standards Compliance

In addition, each issue features news and notes of great interest to HFTP members, including association updates, industry statistics and briefs.

EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Issue</th>
<th>DEADLINES</th>
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<tbody>
<tr>
<td>Winter (Publishes December)</td>
<td>Contract: Nov 7 • Artwork: Nov 14</td>
</tr>
<tr>
<td>Spring (Publishes March)</td>
<td>Contract: Feb 6 • Artwork: Feb 13</td>
</tr>
<tr>
<td>Summer (Publishes June)</td>
<td>Contract: May 8 • Artwork: May 15</td>
</tr>
<tr>
<td>Fall (Publishes September)</td>
<td>Contract: Aug 8 • Artwork: Aug 10</td>
</tr>
</tbody>
</table>

NEW AD OPTIONS

Interstitial page: Ad slides up in front of the reader, requiring the reader to click through to access content.
Margin Ad: Ad resides on the margins of the e-reader and remain visible as the reader browses an issue.

ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Inside Front Cover</td>
<td>$750</td>
<td>$675</td>
<td>$600</td>
</tr>
<tr>
<td>Interior Full Page</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
</tr>
<tr>
<td>Half page</td>
<td>$375</td>
<td>$340</td>
<td>$300</td>
</tr>
<tr>
<td>Interstitial page</td>
<td>$1,000</td>
<td>$900</td>
<td>$800</td>
</tr>
<tr>
<td>Viewer margin ad</td>
<td>$1,250</td>
<td>$1,125</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

ADVERTISING SPECIFICATIONS

|                      | Full page bleed — 8½" x 11¼" | Full page — 7½" x 10"
|----------------------|------------------------------|----------------------|
| Half page            | 7½" x 4½"                    | Half page island — 4¾" x 7½"
| Viewer margin ad     | 160 x 600 pixels             | Interstitial ad — 160 x 600 pixels

All advertisements will be distributed digitally and linked directly to a URL provided by the advertiser. Advertiser’s contact information will also be linked in an Advertisers Index as part of the digital viewer.
Reach HFTP’s global membership via its central membership tool, with an average of 19,000 monthly visits per month and 64,000 page views (November 2014 – 2015). Members and other industry professionals visit the site to view industry news, register and get details on HFTP’s numerous educational conferences, network via online message boards, participate in monthly webinars and more.

**Frequency:** Monthly  
**Size:** 280 X 140 pixels  
**Delivery:** Remains posted on the site through term of contract.  
**Rate:** 1x – $375 • 3x – $325 • 6x – $225

Advertisers get a rotating banner at the top of the home page.  
Advertisers get a rotating banner on the left-hand column of interior site pages.

Contact the HFTP Marketing Department for more information: sales@hftp.org • +1 (512) 220-4023.
Take advantage of these great opportunities.
Contact HFTP today!

HFTP
www.hftp.org
www.hitec.org