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.
MEMBERS BY INDUSTRY SEGMENT

- Hotel/Resort: 29.2%
- Club: 22.8%
- Student: 8.5%
- Supplier: 4.5%
- Consulting: 3%
- CPA Firm: 2.4%
- Education: 1.4%
- Casino: 0.5%
- Other: 27.7%

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 WEBINARS
CFO/FD and CIO Events
March 28 • Amsterdam, the Netherlands
Brand new, invitation-only events that bring together high-level hospitality CIOs and CFOs/Financial Directors from across Europe, for a face-to-face discussion on crucial issues their companies are encountering.

**AUDIENCE:** C-level executives from European-based hotel and hotel management companies, overseeing the finance and technology sectors. Event size is approximately 30 participants.

Entrepreneur 20X Amsterdam
March 28 • Amsterdam, the Netherlands
A pre-conference event for HITEC Amsterdam, the hospitality technology pitch competition has start-up companies present their unique technology to a panel of expert judges. Two awards are given, the Judge’s Award and the People’s Award, selected by HITEC Amsterdam attendees.

**AUDIENCE:** A broad spectrum of technology professionals connected to the hospitality industry. The competition features 15 newly-established companies to compete, five–eight judges, plus an audience of HITEC Amsterdam attendees.

HITEC Amsterdam
March 28–30 • Amsterdam, the Netherlands
The European counterpart to the tremendously successful HITEC. A smaller, boutique event features exhibit hall with 83 booths, two keynote presentations in the usual tradition of HITEC, and 14 educational sessions.

**AUDIENCE:** A broad spectrum of technology professionals connected to the hospitality industry including CIOs, IT managers, IT vice presidents, consultants and more. Approximately 500 attendees are expected.

Hotel Financial Executives Exchange
June 26 • Toronto, Ontario Canada
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.

**AUDIENCE:** C-level executives from hotel and hotel management companies, overseeing the finance sector. Event size is approximately 30 participants.

Entrepreneur 20X Toronto
June 26 • Toronto, Ontario Canada
As part of HITEC Toronto, the hospitality technology pitch competition has start-up companies present their unique technology to a panel of expert judges. Two awards are given, the Judge’s Award and the People’s Award, selected by HITEC Toronto attendees.

**AUDIENCE:** A broad spectrum of technology professionals connected to the hospitality industry. The competition features 20 newly-established companies to compete, five–eight judges, plus an audience of HITEC Toronto attendees.

Club and Hotel Controllers Conference
June 26–28 • Toronto, Ontario Canada
Two full days of essential information for today’s controller. The program offers a range of sessions reflecting the position’s diverse responsibilities: technology, taxes, HR management, plus personal inspiration.

**AUDIENCE:** Hospitality finance professionals, such as controllers, CFOs, directors of finance, accounting managers, assistant controllers, working in hotels and clubs. Event size is approximately 150 participants.
HFTP 2017 GLOBAL EVENTS

HFTP Annual Convention
October 25–27 • Orlando, Florida USA
The cornerstone to HFTP’s educational offerings, the Annual Convention is three days of education, networking, and recognition of the association’s stand-out members and accomplishments from the past year.

AUDIENCE: Hospitality finance and technology professionals, such as controllers, CFOs, directors of finance, accounting managers, assistant controllers, CIOs, IT managers, IT vice presidents, consultants and more. Event size is approximately 600 participants.

HITEC Toronto
June 26–29 • Toronto, Ontario Canada
The largest of three HITEC events in 2017, HITEC Toronto is the most comprehensive showcase of hospitality technology in the world. HITEC Toronto offers a unique combination of top-notch hospitality technology education, led by industry peers and experts and an unparalleled trade show with the latest industry products and services.

AUDIENCE: A broad spectrum of technology professionals connected to the hospitality industry including CIOs, IT managers, IT vice presidents, consultants and more. Approximately 6,000 attendees are expected.

Club Financial Executives Exchange
October 25 • Orlando, Florida USA
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.

AUDIENCE: C-level executives from club and club management companies, overseeing the finance sector. Event size is approximately 30 participants.

HITEC Dubai
November • Dubai, UAE
In partnership with Naseba, a business facilitation company based in Dubai, the third HITEC in 2017 will model the HITEC Amsterdam format, including an education program and exhibits. In addition, HITEC Dubai will feature a summit with one-to-one business meetings that have become the hallmark of Naseba’s platforms.

AUDIENCE: A broad spectrum of technology professionals connected to the hospitality industry including CIOs, IT managers, IT vice presidents, consultants and more. Approximately 500 attendees are expected.

2018 DATES AND LOCATIONS
HITEC Houston
June 18–21, 2018
Houston, Texas USA
EXHIBITING AND MARKETING OPPORTUNITIES

HFTP 2017 GLOBAL EVENTS

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

EXHIBITING

Meet with high-quality buyers
Build customer relationships and network with colleagues during dedicated exhibit time.

Distinguish your brand
Demonstrate your company’s expertise and excellence in a focused environment.

Network with the best
HFTP events draw the brightest minds and hottest industry products and services.

SPONSORSHIPS

Become a sponsor at an HFTP event to provide your company with an opportunity to reach a targeted audience of dedicated hospitality professionals. Multiple sponsorships are available and vary per event. Below is an outline of the sponsor opportunities, contact HFTP for details specific to the event.

NOTE: Some sponsorships are available only to event exhibitors or vendor participants. Denoted with an * by the event below.

Single Event Sponsorship

Available for HITEC Amsterdam*, HITEC Toronto*, HITEC Dubai* and Annual Convention.*

Exclusive Sponsorships
Pick a promotional item or event to prominently place your company name in front of attendees. Examples include networking parties, beverage breaks, tote bags, event maps, lanyards and more.

Session Sponsorships
Align your company with an educational topic that relates to your products or services. With a session sponsorship you get a brief speaking opportunity and signage denoting your company as the sponsor. Available for HITEC Amsterdam*, HITEC Toronto*, HITEC Dubai*, Annual Convention* and the Club and Hotel Controllers Conference.

Exhibit/display opportunities are available at:

- HITEC Amsterdam
- HITEC Toronto
- HFTP Annual Convention
- HITEC Dubai
ProLinks webinars are offered throughout the year for a minimal 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 gets 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

**ADDITIONAL ONLINE LEARNING**

**CHAPTER LEADER WEBINARS**

**COST — $1,500 USD per webinar**

Based on the HFTP ProLinks webinar structure, this 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.*

**DIGITAL LEARNING DAYS**

**COST — $5,000 USD for entire Digital Learning Day**

A new series of HFTP webinar programs providing a half day of topic-specific online education. Each Digital Learning Day is four webinars.

*Sponsorships include the same benefits as ProLinks webinar sponsorships.*

**2017 DIGITAL LEARNING DAYS (DLD)**

<table>
<thead>
<tr>
<th>Digital Learning Day DLD</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Club Technology DLD</td>
<td>February 15</td>
</tr>
<tr>
<td>Digital Learning Day</td>
<td>March 22</td>
</tr>
<tr>
<td>Digital Learning Day, Europe</td>
<td>May 9</td>
</tr>
<tr>
<td>Digital Learning Day, Asia</td>
<td>May 18</td>
</tr>
<tr>
<td>Club DLD</td>
<td>September 20</td>
</tr>
</tbody>
</table>

Prolinks offers webinars on a variety of topics. Sponsors can pick a topic that best fits the company.

Contact the HFTP Marketing Department for more information: sales@hftp.org • +1 (512) 220-4023.
CONTENT MARKETING AND ONLINE ADVERTISING

PINEAPPLESEARCH.COM
HFTP NEWS SITES
THE BOTTOMLINE
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 and a portfolio of hospitality news sites.

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 PinesappleSearch.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>Cost</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>
<td>$1,592 USD</td>
</tr>
<tr>
<td>20</td>
<td>Annual Membership</td>
<td>$2,985 USD</td>
</tr>
<tr>
<td>30</td>
<td>Annual Membership</td>
<td>$4,179 USD</td>
</tr>
</tbody>
</table>

Content is published on these sites:
Content distribution is based on keywords and is placed on the sector-specific site targeted in the content.
DIGITAL ADVERTISING AND SPONSORSHIPs

HFTP NEWS SITES

Have a prominent presence on HFTP’s portfolio of news sites. Each site is targeted to topics of specific interest to HFTP members: Finance, Technology and Clubs, plus a site dedicated to HFTP information, research and features. The sites offer aggregated content from multiple, relevant sources, including news, blog posts, white papers, reports and more. In addition, a monthly e-mail is delivered from each site (bimonthly for HITEC Bytes), listing the top headlines.

SELECT ONE (OR MORE) OF THE FOLLOWING SITES TO ADVERTISE ON:

- HITEC Bytes
- HFTP Club Bytes
- HFTP Finance Bytes
- HFTP News

ADVERTISING OPTIONS:
The following advertising options and pricing are for HITEC Bytes, Club Bytes and Finance Bytes. Pricing for the HFTP News site is offered at a lesser rate; inquire with the HFTP marketing department for details.

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

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

12 months $9,000 USD

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

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

12 months $15,000 USD

- Co-branding of 1 white paper, produced by sponsor
- Permanent leaderboard banner ad on web site
- Sponsor banner ad in each edition of the site newsletter
- Content marketing package containing 20 credits
- Thought-leadership article included in HOTEL Yearbook (edition to be determined).
By advertising in HFTP’s quarterly magazine your company:
- Reaches 2,000+ 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>
</tr>
</thead>
<tbody>
<tr>
<td>Winter (Publishes February)</td>
<td>Contract: Nov 7 • Artwork: Nov 14</td>
</tr>
<tr>
<td>Spring (Publishes April)</td>
<td>Contract: Mar 13 • Artwork: Feb 20</td>
</tr>
<tr>
<td>Summer (Publishes July)</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                | Half page island — 4½" 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.
Take advantage of these great opportunities.
Contact HFTP today!

HFTP
www.hftp.org
www.hitec.org