



HFTP[®]
Hospitality Financial and
Technology Professionals

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.

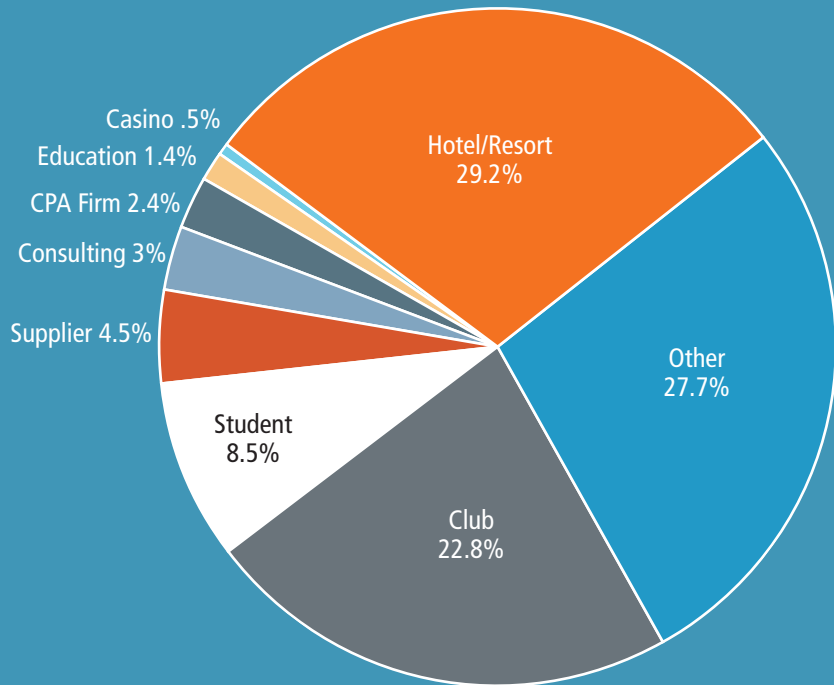




HFTP AUDIENCE

AT-A-GLANCE

MEMBERS BY INDUSTRY SEGMENT



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 2017 NORTH AMERICA**
- HITEC AMSTERDAM**
- INDIA CIO FORUM**
- 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 North America **Annually in June**

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.

India CIO Forum **Debuts September 2016**

This C-level, by invitation only event will bring together the brightest minds in India's hospitality industry, offering networking and educational opportunities.

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.



GLOBAL EVENTS

HITEC AMSTERDAM

28-30 March, 2017 • RAI Amsterdam Convention Centre • Amsterdam, The Netherlands

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



GLOBAL EVENTS

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.



GLOBAL EVENTS

INDIA CIO FORUM

28-30 September, 2016 • The Oberoi Udaivilas • Udaipur, India

EVENT DEBUT! Join HFTP for its first annual HFTP India CIO Forum with session and networking opportunities for hospitality chief information officers. This exclusive, invitation-only event will bring together the brightest minds in India's hospitality industry, offering networking and educational opportunities.

SPONSORSHIP

COST \$10,000 USD

Sponsorship details:

- Company will receive a 15 minute speaking opportunity at this event.
- Company will be listed as a "founding sponsor" in all marketing promotions.
- One full conference registration for sponsoring company representative
- Company logo on the HFTP web site
- Company logo on on-site signage
- Company listing in conference program

CONTACT

Jennifer Lee, CAE
HFTP Chief Marketing Officer
jennifer.lee@hftp.org
Ph: +1 (512) 220-4023



GLOBAL EVENTS

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 on conference web site
- 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.



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



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

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.



**DIGITAL
PUBLISHING
AND ONLINE
MARKETING**

HITEC BYTES

PINEAPPLESEARCH.COM

DIGITAL MAGAZINE

HFTP.ORG



DIGITAL PUBLICATION
HITEC BYTES

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.



Produced by **HFTP**



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)			
5 Credits	\$896 USD	20 Credits	\$2,985 USD
10 Credits	\$1,592 USD	30 Credits	\$4,179 USD

BANNER A (250 x 250 pixels, square)			
1 month	\$1,500 USD	12 months	\$9,000 USD
3 months	\$3,375 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 HITEC Bytes newsletter
- Content marketing package containing 20 credits
- Thought-leadership article included in HOTEL Yearbook Technology 2017



DIGITAL PUBLICATION

PINEAPPLESEARCH.COM

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.

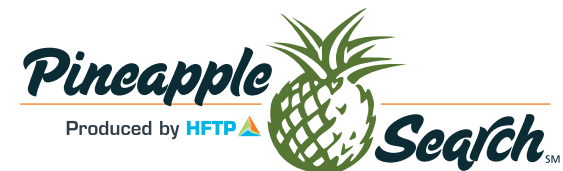
Pineapplesearch/Hsyndicate membership comes with these benefits:

- 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 PinesappleSearch.com search results**

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

(**) Made available on pineapplesearch.com and hospitalitynet.org

5 Credits	
Annual Membership	\$896 USD
10 Credits	
Annual Membership	\$1,592 USD
20 Credits	
Annual Membership	\$2,985 USD
30 Credits	
Annual Membership	\$4,179 USD



Produced by HFTP



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
- Revenue Management
- Industry Research
- Law Updates
- Technology Management
- Food & Beverage
- Industry Trends
- Human Resources
- 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

Issue	DEADLINES
Winter (Publishes December)	Contract: Nov 7 • Artwork: Nov 14
Spring (Publishes March)	Contract: Feb 6 • Artwork: Feb 13
Summer (Publishes June)	Contract: May 8 • Artwork: May 15
Fall (Publishes September)	Contract: Aug 8 • Artwork: Aug 10

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

	1x	2x	4x
Full Inside Front Cover	\$750	\$675	\$600
Interior Full Page	\$500	\$450	\$400
Half page	\$375	\$340	\$300
Interstitial page	\$1,000	\$900	\$800
Viewer margin ad	\$1,250	\$1,125	\$1,000

ADVERTISING SPECIFICATIONS

Full page bleed — 8 ³ / ₄ " x 11 ¹ / ₄ "	Full page — 7 ¹ / ₂ " x 10"
Half page — 7 ¹ / ₂ " x 4 ³ / ₄ "	Half page island — 4 ⁷ / ₈ " x 7 ¹ / ₂ "
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.



ADVERTISING HFTP.ORG

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



HFTP Hospitality Financial and Technology Professionals

MY ACCOUNT GOVERNANCE MEMBERSHIP CHAPTERS EDUCATION & RESOURCES CAREER DEVELOPMENT
CONFERENCES & EVENTS MEDIA CENTER CONTACT US PRIVACY POLICY GHACP WEBSITE

ProLinks HFTP WEBINARS HFTP CONNECT GLOBAL HOSPITALITY ACCOUNTING COMMON PRACTICES

WELCOME TO HOSPITALITY FINANCIAL & TECHNOLOGY PROFESSIONALS

HFTP is a global nonprofit hospitality association that uniquely understands the industry's problems. We assist our members in finding solutions to industry problems more efficiently than any organization via our expert networks, research, conferences such as HITEC, and certification programs. HFTP has about 5,000 members and several thousand stakeholders across the globe. HFTP is recognized as the spokes group for the finance and technology segment of the hospitality industry.

JOIN TODAY!

HFTP membership gives you access to a global network of professionals who have chosen a career in the hospitality finance and technology industry. Members can access information on the latest trends, emerging business practices, and tools like the Global Hospitality Accounting Common Practices (GHACP) and Uniform System of Financial Reporting for

PineappleSearch.com
Produced by Hospitality Financial and Technology Professionals (HFTP), and powered by iSyndicate, this new search engine is an aggregated content destination that focuses on news, articles and reports of primary interest to the hospitality industry.
START SEARCHING

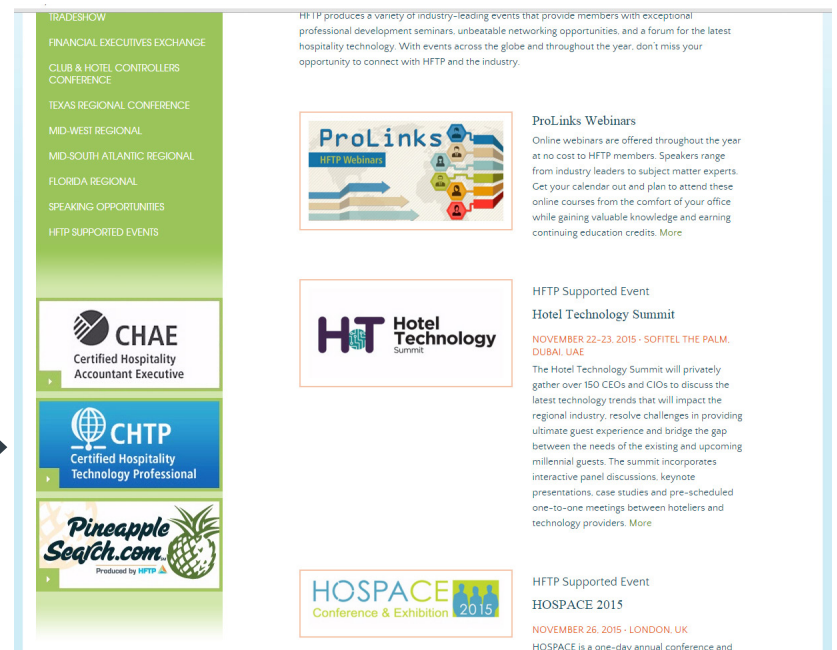
Career Center
Have a job opening? Post on the new HFTP job board. Searching? Enjoy exclusive access to job postings. Just one of HFTP's many member benefits. Log on to edit your profile, edit jobs you have posted, and post new jobs.
POST OR SEARCH TODAY

Raising the Bar
HFTP awards the only hospitality-specific industry certifications for accounting and

HITEC 2016
The world's largest hospitality technology show before the brightest minds, and hottest technology.

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



TRADESHOW
FINANCIAL EXECUTIVES EXCHANGE
CLUB & HOTEL CONTROLLERS CONFERENCE
TEXAS REGIONAL CONFERENCE
MID-WEST REGIONAL
MID-SOUTH ATLANTIC REGIONAL
FLORIDA REGIONAL
SPEAKING OPPORTUNITIES
HFTP SUPPORTED EVENTS

HFTP produces a variety of industry-leading events that provide members with exceptional professional development seminars, unbeatable networking opportunities, and a forum for the latest hospitality technology. With events across the globe and throughout the year, don't miss your opportunity to connect with HFTP and the industry.

ProLinks
HFTP Webinars

ProLinks Webinars
Online webinars are offered throughout the year at no cost to HFTP members. Speakers range from industry leaders to subject matter experts. Get your calendar out and plan to attend these online courses from the comfort of your office while gaining valuable knowledge and earning continuing education credits. More

HFTP Supported Event
Hotel Technology Summit
NOVEMBER 22-23, 2015 - SOFTEL THE PALM, DUBAI, UAE
The Hotel Technology Summit will privately gather over 150 CEOs and CIOs to discuss the latest technology trends that will impact the regional industry, resolve challenges in providing ultimate guest experience and bridge the gap between the needs of the existing and upcoming millennial guests. The summit incorporates interactive panel discussions, keynote presentations, case studies and pre-scheduled one-to-one meetings between hoteliers and technology providers. More

CHAE
Certified Hospitality Accountant Executive

CHTP
Certified Hospitality Technology Professional

Pineapple Search.com
Produced by HFTP

HOSPAC 2015
Conference & Exhibition
NOVEMBER 26, 2015 - LONDON, UK
HOSPAC is a one-day annual conference and

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

Take advantage of the these
great opportunities.
Contact HFTP today!

