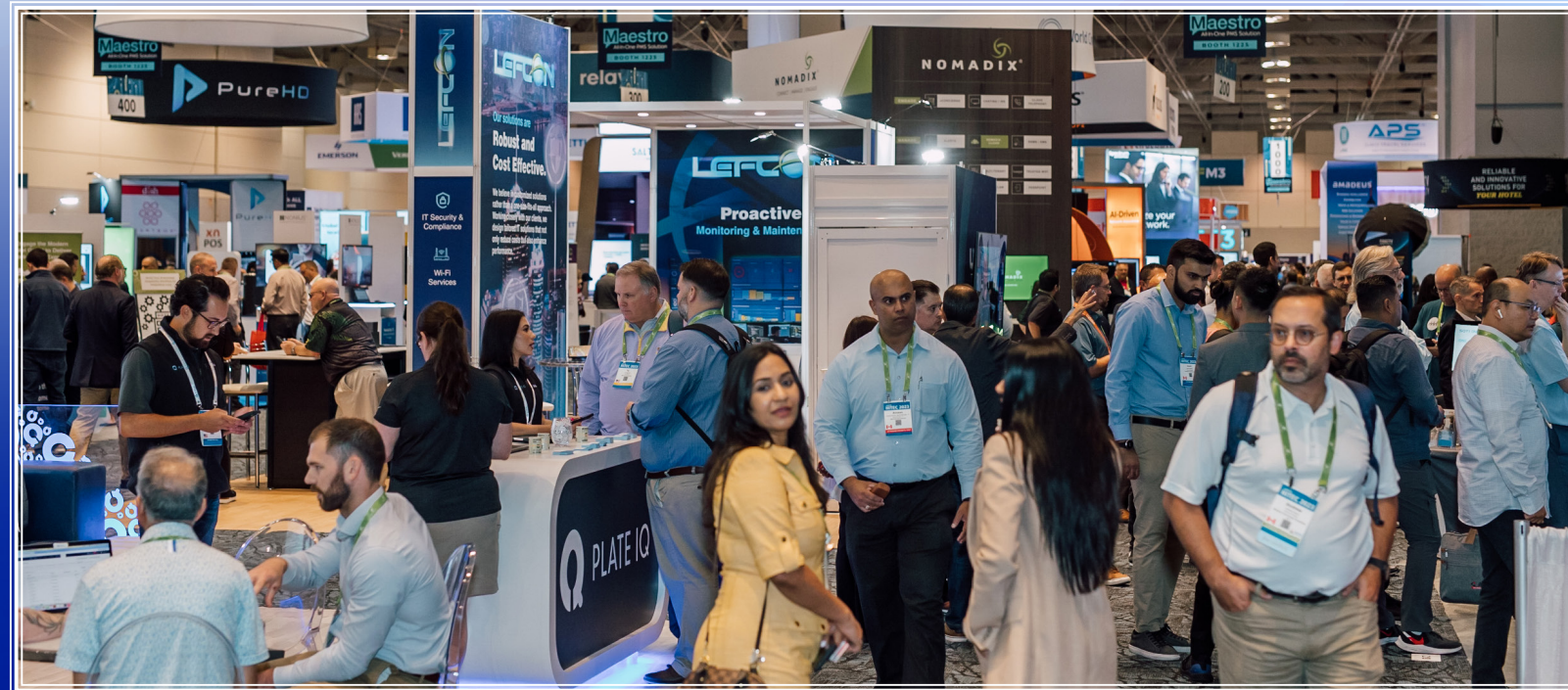


 **HFTP** PRESENTS

HITEC CHARLOTTE

JUNE 24–27, 2024 ● CHARLOTTE CONVENTION CENTER ● CHARLOTTE, NORTH CAROLINA USA



EXHIBITOR PROSPECTUS

EXHIBITOR SUPPORT

Access a variety of exhibitor benefits that

INCREASE EXPOSURE and **MAXIMIZE RESULTS**

▶ ENHANCED EXHIBITOR ONBOARDING PLATFORM

The HITEC Online Exhibitor Console is available to confirmed exhibitors, providing a one-stop resource for accessing financial statements, managing company profiles and completing tasks for successful exhibits planning.

▶ ONLINE COMPANY PROFILE

The Interactive Floor Plan provides exhibitors with the opportunity to develop custom company profiles to be featured before, during and after the event.

▶ FREE PROMOTIONAL TOOLS

Exhibitors are provided a specialized toolkit designed to amplify marketing efforts and increase awareness of the company's presence at HITEC.

- **Digital graphics** — Pick from a variety of media assets for online event promotion, including HITEC logos, banner ads and social media cards.
- **Direct communication** — Reach out to your customers with a HITEC branded email or print brochure sent courtesy of HITEC, or use your own branding to reach attendees on the complimentary registration list (sent before and after the show).
- **Press outreach** — Build newsworthy buzz through industry media. Exhibitors are provided a registered press list and the opportunity to have their onsite press conference details included on the event-wide press conference schedule.

▶ MEET ONE-ON-ONE WITH BUYERS

HITEC offers designated hours for exhibitor-hosted private appointments. Exhibitors can schedule private appointments with current and prospective clients during this time before the exhibit hall officially opens for the day.

▶ EXCLUSIVE SPONSORSHIPS AND PROMOS

Expand your presence beyond the show floor through sponsorships, speaking opportunities and enhanced digital listings.

PROMOTION

ADDITIONAL MARKETING available to exhibitors

ENHANCED LISTING

Enhance your exhibitor profile within the Interactive Digital Floor Plan and Exhibitor Listing and maximize their digital presence by purchasing an **Enhanced Listing Upgrade package**.

HITEC BYTES PRESS RELEASES

Publish your company's latest news to the industry's premiere online information resource, HITEC Bytes powered by HospitalityNet.

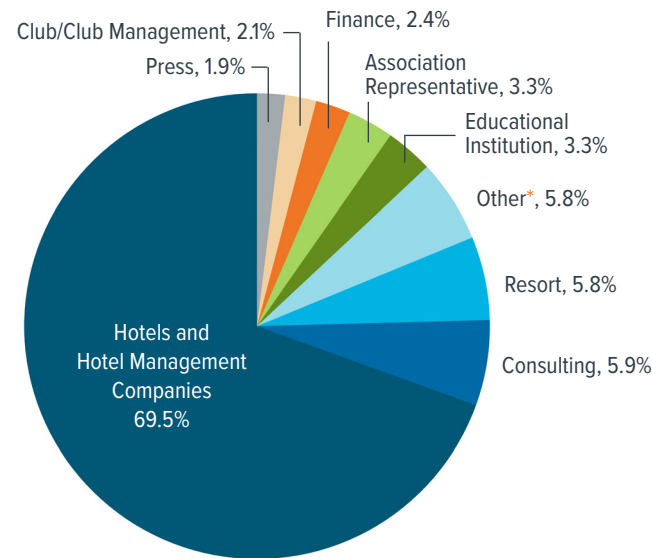


ATTENDEE PROFILE

Based on HITEC North America 2023 qualified attendees

Make connections and conduct business with hospitality industry buyers, users, and high-level decision-makers from all over the world who attend HITEC to explore the latest technologies.

BUSINESS CLASS

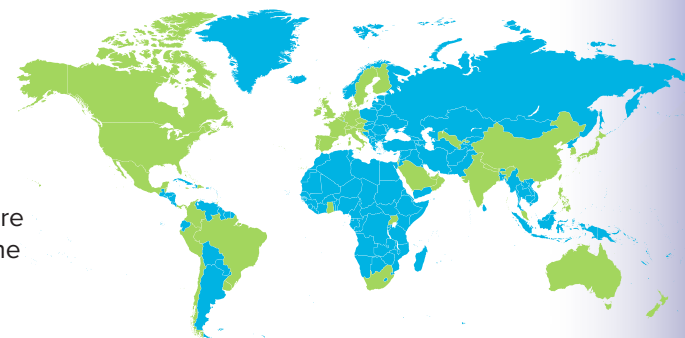


* Other business classes include: restaurants, real estate, investors, cruise lines, entertainment/theme parks, law firms, tourism bureaus and more.



Over 40% of polled HITEC attendees with intent to buy attend the show with a purchasing power of \$500,000+ USD or more

- Top-level decisionmakers**
 The final say in business spending decisions and procurement
- Tech execs and professionals**
 Business experts and implementers who oversee expert application
- Sales, finance and operations**
 Partners who provide input on tech application selection



Attendees traveled to HITEC from 55 countries across the globe

Top five non-U.S. countries with the most attendees were Canada, Mexico, the United Kingdom, Singapore and the United Arab Emirates

SAMPLE OF COMPANIES REPRESENTED

21c Hotels
 Accor
 Aimbridge Hospitality
 U.S. Air Force Services Center
 Aman Resorts & Hotels
 Amazon Business
 Amerilodge Group
 AMR Collection
 AMResorts
 Amway Hotel Corporation
 Aramark
 Arlo Hotels
 Atrium Hospitality
 Balboa Bay Resort
 BDG Hotels
 Belmont Hotels
 Benchmark Hospitality
 Best Western Hotels & Resort
 Brookfield Hospitality/Atlantis Paradise Island
 BWH Hotel Group
 Caesars Entertainment
 Camino Real Hotels
 Canalta Hotels
 Castle Resorts & Hotels
 CGI Capital
 Choice Hotels International
 citizenM Hotels
 Club Quarters Hotels
 Coast Hotels Ltd.
 Concord Hospitality
 CoralTree Hospitality
 Crescent Hotels & Resort
 Davidson Hotels & Resorts
 Drury Hotels
 Fairmont
 Four Seasons Hotels & Resorts
 Freed Resorts & Hotels
 Germain Hôtels
 Grand America Hotels & Resorts
 Grand Beach Hotel Group
 Great Wolf Resorts
 Hard Rock International
 HayMax Hotels LLC
 Hershey Entertainment & Resorts
 Highgate Hotels
 Hilton
 Highpointe Hotel Corporation

Holiday Inn Club vacation
 Hotel Trader LLC
 Hotel Zaza
 Hyatt Corporation
 IHG
 Insignia Hospitality Group
 Inspirato Luxury Vacation Rentals
 Kalahari Resorts & Conventions
 Karisma Hotels & Resorts
 Kayak Hotels
 Kessler Collection
 Kimpton Hotels and Restaurants
 KSL Resorts
 Leading Hotels of the World
 Loews Hotels & Co
 Mandarin Oriental Hotel Group
 Marcus Hotels Resorts
 Margaritaville Hotels & Resorts
 Marriot International
 Melia Hotels International
 Meyer Jabara Hotels
 MGM Resorts International
 Millenium Hotels & Resorts New Zealand
 Miraval Resorts
 Monarch Casino Resorts Inc.
 Monreale Hotels
 Namora Hotels
 Nobu Hospitality
 Northstar Hotels Group
 Northview Hotel Group
 Norwegian Cruise Line
 Olympia Hotel Management
 Omni Hotels and Resorts
 Outrigger Hotel & Resorts
 Oxford Collection
 Pacific Hospitality Group
 Paramount Hospitality Management
 Peachtree Hotel Group
 Playa Hotels & Resorts
 Pomeroy Lodging
 Preferred Hotel Group
 Prince Resorts Hawaii
 Priority Concepts Group
 Prism Hotels & Resorts
 Provident Hotels & Resorts
 Pursuit Collection
 Pyramid Hotel Group

Quality Inn
 Radisson Hospitality Group
 Red Roof Inn
 RedWood Hotels Group
 Remington Hotels
 Resorts World
 Ritz-Carlton
 Rixos Hotels U.A.E.
 Rosen Hotels & Resorts
 Rosewood Hotel Group
 Royal Caribbean Group
 Sage Hospitality Group
 Sandals Resorts International
 Silver Hotel Group
 Soho House & Co
 Sonesta International Hotels Corporation
 Stratix Corporation
 Super 8 Hotels
 Ted Turner Reserves
 Telenet de Mexico
 The Cardy Group
 The Kessler Collection
 The SoHo Hotel & Residences
 The Walt Disney Company/Disneyland Paris
 Travelodge
 Universal Orlando Resort
 Valor Hospitality
 Viceroy Hotel Group
 Virgin Hotels
 Waldorf Astoria
 Walt Disney Parks & Resorts
 Westmont Hospitality Group
 Wyndham Hotels & Resorts
 Xcaret Group
 Xenia Hotels & Resorts



EXHIBIT SCHEDULE

MOVE IN

Saturday, June 22 8:00 a.m. — 5:00 p.m.

Early move-in access for eligible island booths must receive pre-approval from Show Management. Information on the approval process available January 2024.

Sunday, June 23 8:00 a.m. — 5:00 p.m.

Monday, June 24 8:00 a.m. — 7:00 p.m.

SHOW HOURS

Tuesday, June 25 10:00 a.m. — 4:00 p.m.

Wednesday, June 26 10:00 a.m. — 3:00 p.m.

Thursday, June 27 10:00 a.m. — 2:00 p.m.

PRIVATE APPOINTMENTS

Wednesday, June 26 8:00 a.m. — 10:00 a.m.

Thursday, June 27 8:00 a.m. — 10:00 a.m.

Thursday, June 27 2:00 p.m. — 10:00 p.m.

MOVE OUT

Friday, June 28 8:00 a.m. — 3:00 p.m.

All exhibits must be set by 8:00 a.m. on Tuesday, June 25 and may not be dismantled before 2:00 p.m. on Thursday, June 27. Failure to follow these rules may result in loss of priority points.



EXHIBIT PRICING

Booth Sales Important Dates:

May 15, 2023	June 26, 2023	Oct 15, 2023	March 31, 2024	June 21, 2024
Priority Selection Appointments	General Sales Open	Advance Pricing Ends	Standard Pricing Ends	Late Pricing Ends; Booth Sales Close

Included in booth rental:

- ▶ Two full conference badges per 10' x 10' (100 square feet) of booth space purchased
- ▶ Exhibit space with 3' side drape and 8' back drape
- ▶ Booth ID sign with company name and Floor sticker with booth number
- ▶ Company listing on the HITEC website and interactive digital floorplan/exhibitor list
- ▶ Pre-show attendee list in PDF format
- ▶ Post-show attendee list in Excel format
- ▶ Unlimited Complimentary Qualified VIP Buyer Badges

Booth carpet, furnishings, electricity and internet are not included in the booth rental. Booth space must be carpeted or covered in alternative flooring at exhibitor's expense. All exhibitor services not included in booth rental can be arranged through official show service providers using the Exhibitor Service Kit to be distributed in January 2024.

Booth Size	Advance (May 15 – Oct 15, 2023)		Standard (Oct 16, 2023 – March 31, 2024)		Late (April 1 – June 21, 2024)	
	Regular	CAS*	Regular	CAS*	Regular	CAS*
10' x 10' (100 sq. ft.) Inline	\$3,990	\$3,590	\$4,490	\$4,090	\$4,990	\$4,590
10' x 10' (100 sq. ft.) Corner	\$4,190	\$3,790	\$4,690	\$4,290	\$5,190	\$4,790
10' x 20' (200 sq. ft.) Inline	\$7,980	\$7,180	\$8,980	\$8,180	\$9,980	\$8,180
10' x 20' (200 sq. ft.) Inline/1-Corner	\$8,180	\$7,380	\$9,180	\$8,380	\$10,180	\$9,380
10' x 20' (200 sq. ft.) 2-Corner	\$8,380	\$7,580	\$9,380	\$8,580	\$10,380	\$9,580
20' x 20' (400 sq. ft.) Island	\$16,760	\$15,160	\$18,760	\$17,160	\$20,760	\$19,160
20' x 30' (600 sq. ft.) Island	\$24,740	\$22,340	\$27,740	\$25,340	\$30,740	\$28,340

Pricing – All prices are shown in U.S. Dollar (USD).

** Corporate Allied Sponsor (CAS) pricing is only available to companies currently enrolled in the HFTP CAS program. [Click here](#) to learn more about CAS benefits, including discounts on exhibit and sponsorship opportunities.*

LOOKING FOR A DIFFERENT BOOTH SIZE?

Contact the HFTP Exhibit Sales Team to request custom pricing at sales@hftp.org.

MEETING & SPEAKING

EXHIBITOR TUTORIALS AND TECHNOLOGY SHOWCASES

These paid speaking opportunities are exclusively available to HITEC exhibitors. Both opportunities allow participating companies to host informal education sessions in varying timeframes to the HITEC audience. See grid at right for a comparison of features, benefits and pricing for each opportunity.



MEETING ROOM, BUSINESS SUITE AND OFF-SITE MEETING ROOM RENTALS

Looking for additional meeting space to host user groups or private meetings? HITEC Meeting Room and Business Suite Rentals provide ancillary meeting opportunities for exhibitors and sponsors throughout the week. See the grid at right for a comparison of features, benefits and pricing for each opportunity.

STAY TUNED. Sales for meeting room rentals and thought leadership opportunities **available fall 2023.**

	Business Suite Rental	Meeting Room Rental	Off-site Meeting Space Rental	Exhibitor Tutorial	Technology Showcase
Rental Type	Private meeting space	Private meeting/ event space*	Private meeting/ event space*	Speaking opportunity	Speaking opportunity
Rental Duration	3 days	Single or multi-day options available	Varies, depends on venue	30-minute time slot	50-minute time slot
Pricing	\$3,800/week	\$1,850 to \$2,200 a day , based on room size	Determined by selected venue	\$1,650	\$5,000
Audience Type	Private <i>(exhibitor discretion)</i>	Private <i>(exhibitor discretion)</i>	Private <i>(exhibitor discretion)</i>	Public <i>(posted to HITEC schedule of events)</i>	Public <i>(posted to HITEC schedule of events)</i>
Location	HITEC Exhibit Hall <i>(only available during regular show hours)</i>	Charlotte Convention Center meeting room <i>(room assignment TBD)</i>	Various	Exhibit Hall	HITEC education session rooms <i>(room assignment TBD)</i>
Quantity Available	9	15	Varies based on selected venue	28	5
Application Required	Yes	Yes	Yes <i>(requires HFTP prior approval and direct sourcing)</i>	Yes	Yes
Space Set-up	13'x13' hard-wall structure; 8' high panel walls with lockable door; standard carpet; 3' round table and four chairs; wastebasket; sign with company name	Convention center meeting room (size TBA), arranged to requested room set	Varied based on event type, venue availability	Open concept presentation area	Convention center education room <i>(size TBD)</i>
Electricity, A/V	Not included; can be ordered through service provider at additional expense	Not included, can be ordered through service provider at additional expense	Varies based on event type, selected venue	Electricity/AV included	Electricity/AV included

* Convention center and off-site meeting room rentals can be used for a variety of meeting and/or event formats. Level of public access and event type is at the discretion of the renting exhibitor.

HFTP CORPORATE ALLIED SPONSORSHIP

HFTP offers the [Corporate Allied Sponsorship](#) as a resource to promote your company to HFTP members and industry professionals working in hotels, clubs, resorts, casinos and other hospitality companies across the globe. Plus, HFTP's Corporate Allied Sponsorship empowers your team members in their careers and professional growth — all of which can positively impact your company's bottom line.

BENEFITS INCLUDE:

- Exclusive pricing on HFTP-produced events including HITEC for exhibits, sponsorship and advertising.
- Discounts on other HFTP products and services, as applicable.
- Up to five individual HFTP memberships. Each membership includes a chapter affiliation.
- Access to the HFTP Member App, Community Groups, Job Board and membership directory.
- Opportunities for visibility and recognition such as:
 - » Company logo and link to your company website from the HFTP website
 - » An exclusive HFTP Corporate Allied Sponsor logo to use on your company website
 - » HospitalityNet membership, plus two credits on HITEC Bytes news sites
- Additional HFTP member benefits including discounts on qualifying HFTP publications, certification programs and HFTP event registration pricing.

Visit the HFTP website for more information, then contact HFTP at membership@hftp.org to get started.

ENHANCE YOUR PRESENCE

- ▶ RECEIVE EXCLUSIVE SAVINGS
- ▶ ACCESS FOCUSED RESOURCES
- ▶ GAIN VISIBILITY AND RECOGNITION

**Company
Investment:
\$3,000**

EXHIBITS TEAM



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Stay tuned!
Sponsorship and
Marketing Opportunities
available
Fall 2023

HFTP — The Producers of HITEC

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