

HITEC[®]

WHERE HOSPITALITY
MEETS TECHNOLOGY

June 28–July 1

Orange County Convention Center
Orlando, Fla. USA



**Reserve Your
Booth Today!**



EXHIBITOR PROSPECTUS

Produced by  **HFTP[®]**

EXHIBITING AT HITEC® 2027

Bring your company to the forefront of the industry and take advantage of invaluable opportunities for unlimited networking, while exponentially increasing brand awareness among an international base of hospitality professionals.



TARGETED VISIBILITY

HITEC was a cornerstone event for our industry, and crucial for our company's global growth. We found it to be a strategic, productive, and instrumental experience. Connecting with global buyers and having so many valuable, insightful conversations with hospitality leaders from around the world truly helped us expand our reach and better understand diverse market needs."

Ana Forister • Director of Sales • xquic OTA Savings

If your role includes selecting, supporting or administering technology, you need to attend HITEC. Where else can you find one event that allows you to speak with your current and prospective vendors, share real world experiences with your peers, and hear from the experts about trending topics and the latest technological innovation?"

Ron Strecker, CHAE+, CHTP+
Hospitality ERP and Back Office Consultant/Advisor

LEAD WITH KNOWLEDGE



SOUND INVESTMENT

We've been to a lot of different shows before but HITEC is one of the biggest ones. It brings us the most new clients, most revenue and most new connections within the business."

Dominykas Tuckwell-Skuda
COO • The Anything Group (TAG)

ATTENDEE PROFILE

Based on HITEC 2025 qualified attendees.

HITEC attendees influence purchasing decisions on the latest innovations and solutions in hospitality technology.

WHO ATTENDS

Top-level decision-makers

The final say in business spending decisions and procurement

Tech execs and professionals

Implementers who oversee expert application

Sales, finance and operations

Partners who provide input on tech application selection

BUSINESS CLASS

Hotels and Hotel Management, 48%

Educational Institution, 11%

Consulting Firm, 7%

Other, 30%

Includes: club/club mgmt., restaurant, press, real estate, venture capitalist, association, government, and more.

Casino, 1%

COUNTRIES

Attendees traveled to HITEC from:

53 COUNTRIES

Top countries with the most attendees were:

United States

Canada

United Kingdom

Mexico

Japan

Australia

COMPANIES REPRESENTED

Accor Hotels
Amway Hotel Corporation
Aramark Destinations
Arbor Lodging
Aria Resort & Casino
Avalon Hotel Group, LLC
Bay Gardens Resorts
Belmond Hotels
Best Western Hotels & Resorts
Blue Chip Hotels
Broadmoor Hotel
Caesars Entertainment
Central Hoteles
Chartwell Hospitality
Choice Hotels
Comfort Inn
CoralTree Hospitality
Crescent Hotels & Resorts
Crestline Hotels & Resorts
Davidson Hospitality
Delamar Hotel Collection
Devil's Backbone Adventure Resort
Dorchester Collection
Driftwood Hospitality

Drury Hotels
Eagle Mountain Casino
Econolodge
Embassy Suites by Hilton
Emma Hospitality Group
Fairmont and Raffles Hotels International
Grace Bay Resorts
Great Hotels of the World
Great Wolf Resorts
Hampton Inn & Suites
Hard Rock Hotel New York
Harmony Marina Suites
Hershey Entertainment & Resorts
Highgate Hotels
Hilton Hotels & Resorts
Hotel Emma
HotelAVE
Hyatt Hotels & Resorts
IHG Hotels and Resorts
Inkaterra Hotels
InterContinental Hotels Group
Kalahari Resorts & Conventions
Kampgrounds of America, Inc
Kempinski Hotels S.A.

Kiawah Resort
Kohler Hospitality
Loews Hotels & Co
Mandarin Oriental Hotel Group
Margaritaville Enterprises
Marriott International
Metropolis Resort
MGM Resorts
Microtel
Monarch Casino
Nippon Hotel Co., Ltd.
Noble House Hotel & Resorts
Nobu Hospitality
Obie Hospitality
Omni Hotels & Resorts
Opal Hospitality
Otelier
Outrigger Hospitality Group
Peachtree Hospitality
Pearl River Resort
Pebblebrook Hotel Trust
Perdido Beach Resort
Preferred Hotels & Resorts
Red Roof
Regency Hotel Management

Remington Hospitality
Resorts World Las Vegas
Roadway Inn
Rosen Hotels & Resorts, Inc.
Rosewood Hotels & Resorts
Royal Palms Hotel
Sahana Hotels
Santos Hotels and Resorts, Mexico
Sea Island Resort
Seaport Boston Hotel
SilverBirch Hotels & Resorts
Sleep Inn
Soho House & Co. Inc
Sonesta International Hotels
StayPineapple Hotels
Tanzerra Resorts
The Broadmoor Hotel
Venetian Las Vegas
Virgin Hotels Collection
White Elephant Resorts
White Lodging
Wyndham Hotel & Resorts
Wynn Resorts
Xanterra Travel Collection

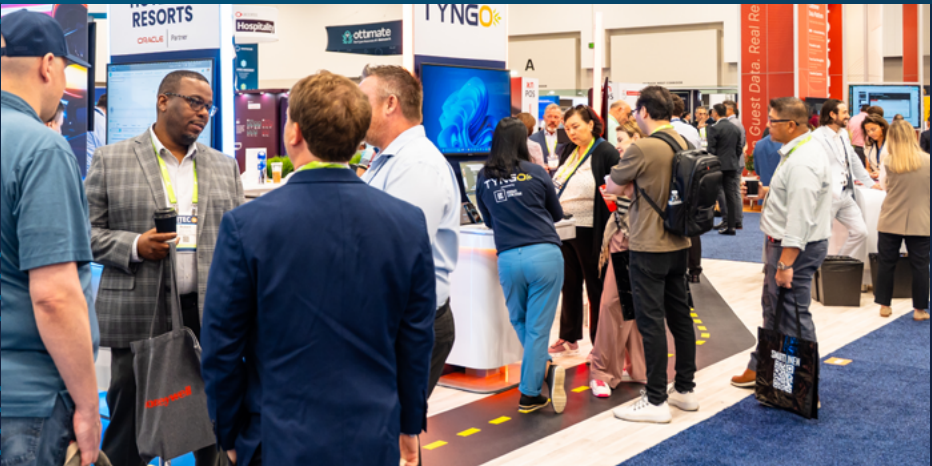


EXHIBIT PRICING

INCLUDED IN BOOTH RENTAL:

- ▶ Two Complimentary Full Conference Exhibitor badges per 10' x 10' (100 square feet) of booth space purchased
- ▶ Exhibit space with 3' side drape and 8' back drape, ID sign and floor sticker
- ▶ Online company profile to be featured in the interactive online floor plan and exhibitor directory
- ▶ Company listing on the HITEC website
- ▶ 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 2027.

HFTP CORPORATE ALLIED SPONSORS (CAS)

HFTP Corporate Allied Sponsor members grow their industry network, brand visibility and reach, while saving money on valuable HFTP-produced events and resources, including HITEC exhibit pricing. The value is now even greater with the addition of media powerhouses *Hospitality Upgrade* and *Hotel Online* to HFTP's diverse portfolio of recognized industry brands.

Company Annual Investment: \$4,000 per year



BENEFITS

Booth Size	Advance (June 18 – Sept 30, 2026)		Standard (Oct 1, 2026 – March 31, 2027)		Late (April 1 – June 28, 2027)	
	Regular	CAS*	Regular	CAS*	Regular	CAS*
10' x 10' (100 sq. ft.) Inline	\$4,190	\$3,790	\$4,790	\$4,390	\$5,390	\$4,990
10' x 10' (100 sq. ft.) Corner	\$4,390	\$3,990	\$4,990	\$4,590	\$5,590	\$5,190
10' x 20' (200 sq. ft.) Inline	\$8,380	\$7,580	\$9,580	\$8,780	\$10,780	\$9,980
10' x 20' (200 sq. ft.) Inline/1-Corner	\$8,580	\$7,780	\$9,780	\$8,980	\$10,980	\$10,180
10' x 20' (200 sq. ft.) 2-Corner	\$8,780	\$7,980	\$9,980	\$9,180	\$11,180	\$10,380
20' x 20' (400 sq. ft.) Island, 4-corner	\$17,560	\$15,960	\$19,960	\$18,360	\$22,360	\$20,760
20' x 30' (600 sq. ft.) Island, 4-corner	\$25,940	\$23,540	\$29,540	\$27,140	\$33,140	\$30,740

Pricing – All prices are shown in U.S. Dollars (USD).
* Corporate Allied Sponsor (CAS) pricing is only available to companies currently enrolled in the HFTP CAS program. Details at left.

LOOKING FOR A DIFFERENT BOOTH SIZE?

Contact the HFTP Exhibit Sales team at sales@hftp.org.

SCHEDULE

SHOW HOURS		
Tuesday, June 29	Wednesday, June 30	Thursday, July 1
10:00 a.m. – 4:00 p.m.	10:00 a.m. – 3:00 p.m.	10:00 a.m. – 2:00 p.m.

PRIVATE APPOINTMENT HOURS	
Wednesday, June 30	Thursday, July 1
8:00 – 10:00 a.m.	8:00 – 10:00 a.m.

All exhibits must be set by 8:00 a.m. on Tuesday, June 29 and may not be dismantled before 2:00 p.m. on Thursday, July 1. Failure to follow these rules may result in loss of priority points.

EXHIBITS & SALES TEAM



**RESERVE YOUR
BOOTH FOR
HITEC 2027**



Debra Cukjati-Lineberry
Chief Sales Officer
debra.cukjati@hftp.org
+1 (512) 220-6443



Kim Delaney
Global Sales Manager
kim.delaney@hftp.org
+1 (512) 402-8145



Jade Vang
Sales Coordinator
jade.vang@hftp.org
+1 (737) 236-4402



Callan Warfield
Exhibits Manager
callan.warfield@hftp.org
+1 (512) 503-7290



Drew Bechdolt, MBA
Global Sales Manager
drew.bechdolt@hftp.org
+1 (512) 220-4037

HFTP — The Producers of HITEC

Hospitality Financial and Technology Professionals
1703 Ranch Road 620 N, Suite 155-193
Austin, Texas USA 78726-4537
(800) 646-4387 | +1 (512) 249-5333
www.hftp.org • www.hitec.org