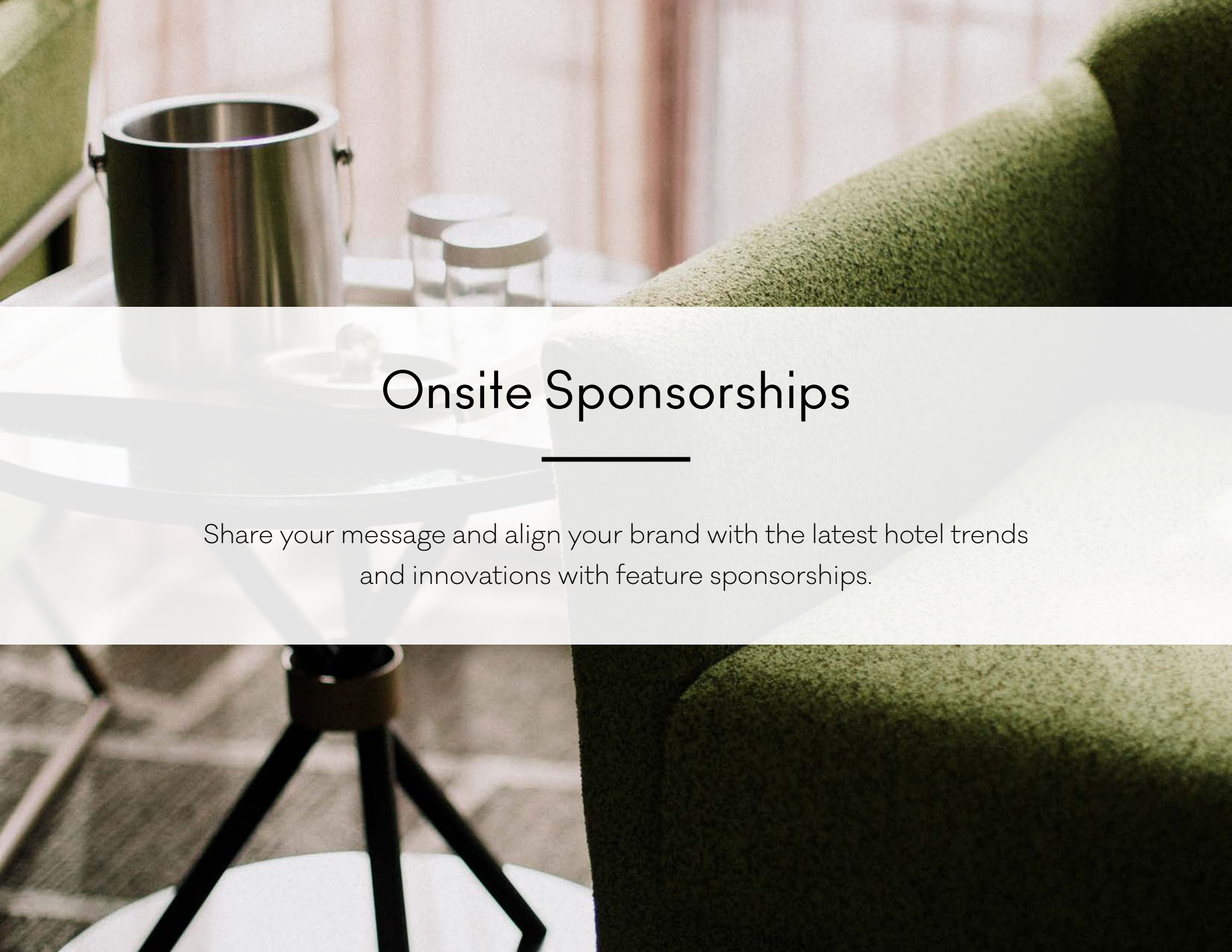
INDEPENDENT HOTEL SHOW

M I A M I

September 18–19, 2024
Miami Beach Convention Center

Sponsorship Opportunities

Maximize your exposure with the Independent Hotel Show by becoming a sponsor. We would be delighted to discuss a feature sponsorship to suit your needs and key objectives. This brochure offers a variety of options which you can either choose directly from or speak with us to create your own unique package.



Onsite Sponsorships

Share your message and align your brand with the latest hotel trends and innovations with feature sponsorships.

Innovation Stage

The Innovation Stage will host 5-6 education sessions per day, covering the latest hotel trends and cutting-edge innovation with the goal of developing novel ideas which are ground-breaking in the hotel sector.

Sponsorship includes:

- Logo/Listing as sponsor on anything listing or promoting the Innovation Stage online, digitally, in print, and onsite.
- Logo/Listing as sponsor on website.
- Scanned data list of all attendees that attend a session at the Innovation Stage.
- Option to provide furnishings and/or décor for area (subject to show management approval).
- Option for Sponsor to provide MC for program.

$10,000 (Exclusive Opportunity)

The Lobby Lounge

The Lobby Lounge is a central networking space where attendees can network, have meetings, or simply relax.

Sponsorship includes:

- Logo/Branding on various area signage.
- Logo/Listing as sponsor on website.
- Option to provide furnishings, décor and/or sample product for area (subject to show management approval).

$5,000 (Exclusive Opportunity)

Reception/Check-In (Registration)

The Entrance to the exhibition will set the tone for the entire event and ensure visitors feel a sense of excitement on arrival, creating a memorable experience.

Sponsorship includes:

- Logo on all registration confirmation emails.
- Logo/Listing as sponsor on website.
- Logo/branding on various reception area structure/signage.
- Option to provide furnishings and/or décor for area (subject to show management approval).

$7,500 (Exclusive Opportunity)

The Suite (VIP Lounge)

The Suite is the exclusive VIP Lounge for top industry buyers. A stylish, comfortable haven of calm away from the busy show floor will provide a wonderful environment to grab a snack, check emails, or just stop to relax and reflect on the day.

Sponsorship includes:

- Logo/Listing as sponsor on anything listing or promoting The Suite online, digitally, in print, and onsite.
- Logo/Listing as sponsor on website.
- Scanned data list of all attendees that visit The Suite.
- Option to provide furnishings, décor and/or give aways for area (subject to show management approval).

$15,000 (Exclusive Opportunity)

Business Center

The Business Center is a relaxed environment on the show floor where knowledge can be gained and shared. These tailored campfire-esque sessions led by exhibitors provide a unique mix of presentations, products, and solutions for hoteliers.

Sponsorship includes:

- A 30-minute scheduled session in the Business Center.
- Inclusion in all promotions about education at the show to all prospective and registered attendees.
- Scanned data list of all attendees that attend the sponsored session.

$2,500 (12 Opportunities Available)

Branding Opportunities

From prominent signs placed at a location of your choosing to a branded lanyard around the neck of all attendees of Independent Hotel Show Miami – we have a selection for you of sponsorship items which will draw attention to both your brand and booth.

Lanyard Sponsorship

Distributed to all attendees upon check-in when picking up badges, this high impact sponsorship is a great way to show off your company's presence.

SOLD

Sponsorship includes:

- Your logo on lanyards (along with the show logo) – handed to all attendees and exhibitors

$6,000* (Exclusive Opportunity)

**Show management produces lanyards and covers all associated production/shipping costs. Sponsor just needs to provide their logo.*

Show Bags

A great way to enhance your company's image and drive attendees to your booth. Every attendee will receive a show bag at reception with your company's branding on one side and the Independent Hotel Show Miami logo on the other.

- Sponsor is responsible for production and delivery of a minimum of 2,000
- Show management must approve bag style and graphics prior to production

$2,500 (Exclusive Opportunity – Rights Only)

Billboard Panel Freestanding Signs

Billboard ad panels are placed in prominent areas on the show floor or in the reception area with your company's full-color ad and booth number. A great way to catch the eye of the buyer and guide them to your booth as they are walking the show floor.

- Production costs included
- Size: Approximately 3'W x 7'H, single sided freestanding panel
- Sponsor provides artwork

$1,000 Each (Limited Availability)

Carpet/Floor Signs

Get added visibility for your company with a floor sign displaying your company logo and booth number or other full-color graphic on a cross-aisle of the exhibit hall floor driving attendees to your booth. Specific cross aisles may be requested based on availability.

- Production costs included
- Size: 3′x 3′
- Sponsor provides artwork

$1,000 Each (Limited Availability)

Water Bottles

Your logo/branded refillable water bottle offered to every attendee when they pick up their badge onsite. Bottle filler stations are available in high traffic areas of the Miami Beach Convention Center.

SOLD

- Sponsor is responsible for production and delivery of a minimum of 1,500 bottles
- Show management must approve bottle size and graphics prior to production

$3,000 (Exclusive Opportunity – Rights Only)

Aisle Signs

Display your company logo and booth number or other full-color graphic at the bottom of any aisle sign on the show floor – a great way to catch the eye of attendees and guide them to your booth as they are walking the show floor. Specific aisle signs may be requested based on availability.

- Production costs included
- Sponsor provides artwork

$1,500 Each (6 Opportunities Available)

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If you have a great sponsorship idea that isn't listed or are seeking a bundled package, then please get in touch. We are always keen to hear about your creative plans and how we can help bring them to life at the show.

We look forward to working with you!

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