

 **HFTP** PRESENTS

HITEC[®] TORONTO

JUNE 26–29, 2023 • METRO TORONTO CONVENTION CENTER • TORONTO, ONT. CANADA



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.

▶ YEAR-ROUND DIGITAL PROMOTION

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.

▶ 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

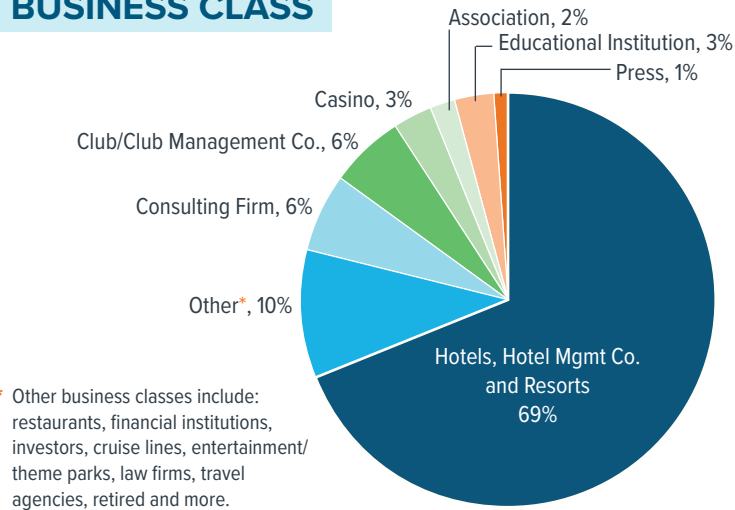
Expand your presence beyond the show floor through sponsorships, speaking opportunities and enhanced digital listings.



ATTENDEE PROFILE

Based on HITEC North America 2021 qualified attendees.

BUSINESS CLASS



EXAMPLE JOB TITLES:

- Digital Property Operations & Engineering
- Global Director Operational Strategy & Integration
- VP Product Management
- Chief Technology Office
- Chief Finance Officer
- VP Digital & Technology
- Director Business Intelligence & Platform Technology
- Corporate Director IT
- Director IT Projects & Application Support
- Sr. Director Property Technology Services
- Director Procurement/Purchasing/Guest Technology
- Director Purchasing/Guest Technology
- VP IT Services & Delivery

SAMPLE OF COMPANIES REPRESENTED

Accor Hotels
Aimbridge Hospitality
AMResorts
Amway Hotel Corporation
Arlo Hotels
Arrowhead Hospitality
Atlantis Paradise Bahamas
Atrium Hospitality
Azalea Hotels
Banyan Investment Group
Bay Colony Golf Club
Best Western Hotels and Resorts
Big Cedar Lodge
Bluechip Hotels
Breckenridge Grand Vacations
Cache Creek Casino Resort
Cedar Fair Entertainment
Cherry Hills Country Club
Chesapeake Hospitality
Choctaw Casino & Resorts
Choice Hotel International
citizenM Hotels
Commonwealth Hotels
Concord Hospitality
Crescent Hotels & Resorts
Crystal Springs Resort
Cypress Woods Golf & Country Club
Days Inn
Destination World Travel, LLC
Diamond Resorts International
Disney Worldwide Services
Drury Hotel
Dunes Golf & Beach Club
Enchantment Group - Resorts & Spas
Evans Hotels
Extended Stay Hotels
Fairmont Austin
First Hospitality Group
Forsyth Country Club
Genesis Hospitality Management
Grand Casinos
Great Wolf Resorts
Gulf Harbour Yacht and Country Club
Hard Rock International
Heritage Hotels and Resorts
Hershey Entertainment and Resorts
Highgate Hotels

Highpointe Hotel Corporation
Hilton Hotels
Holiday Inn Express & Suites
Horizon Hospitality LLC
Horseshoe Bay Resort
Host Hotels & Resorts
Huntington Hotel Group
Hyatt Corporation
ICON Lodging
Integrated Hospitality Management
Insignia Hospitality Group
Interstate Hotels & Resorts
Kalahari Resorts
La Quinta
Legacy Vacation Resorts
Lexington Suites
Loews Hotels & Co.
Lost Tree Golf Club
Loyola University Chicago
Mandarin Oriental Hotel Group
Marriott International
MCM Family of Hotels
Medalist Golf Club
Mt. Olympus Water & Theme Park
Mystic Lake Casino & Hotel
Oakland Hills Country Club
Omni Hotels & Resorts
Oyster Bay Beach Resort
Pacifica Hotel Company
Paramount Hospitality Management
Pegasus Hospitality Group
Pelican Isle Yacht Club
Prism Hotels & Resorts

Radisson Hotel Group
Red Lion Hotels Corporation
Red Roof Inn
Regency Hotel Management
Remington Hotels
River Bend Golf & Country Club
Rosen Hotels & Resorts
Rosewood Hotel Group
Royal Caribbean Group
Sage Hospitality
Sandals Resorts International
Sarona Holdings
Shadow Wood Country Club
Sheraton Universal
Smoky Mountain Resorts
Sonesta International
South Beach Group Hotels
Staybridge Suites
Stonewood Hotels
Super 8
The Briar Club
The Broadmoor Hotel
The Field Club
Vail Resorts
Valencia Hotel Group
Westgate Resorts
White Lodging Services
Wildcat Run Golf & Country Club
Windsor Hospitality
WinStar World Casino & Resort
Wyndham Hotels & Resorts



EXHIBIT SCHEDULE

MOVE IN

Saturday, June 24 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 2023.

Sunday, June 25 8:00 a.m. — 5:00 p.m.

Monday, June 26 8:00 a.m. — 7:00 p.m.

SHOW HOURS

Tuesday, June 27 10:00 a.m. — 4:00 p.m.

Wednesday, June 28 10:00 a.m. — 3:00 p.m.

Thursday, June 29 10:00 a.m. — 2:00 p.m.

PRIVATE APPOINTMENTS

Wednesday, June 28 8:00 a.m. — 10:00 a.m.

Thursday, June 29 8:00 a.m. — 10:00 a.m.

MOVE OUT

Thursday, June 29 2:00 p.m. — 10:00 p.m.

Friday, June 30 8:00 a.m. — 3:00 p.m.

All exhibits must be set by 8:00 a.m. on Tuesday, June 27 and may not be dismantled before 2:00 p.m. on Thursday, June 29. Failure to follow these rules may result in loss of priority points.

HITEC TORONTO 2023 | JUNE 26-29



EXHIBIT PRICING

Booth Sales Important Dates:

May 23 - July 15, 2022	July 19, 2022	Aug 9, 2022	Nov 17, 2022	April 6, 2023	June 21, 2023
Priority Selection Appointments	Priority Sales Open	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 in official show colors (*show colors to be determined by Show Management*)
- ▶ Floor sticker with booth number
- ▶ 44" x 7" Standard Booth Identification sign with company name
- ▶ Company listing on the HITEC website and mobile app
- ▶ Pre-show attendee mailing list in PDF format
- ▶ Post-show attendee mailing list in Excel format
- ▶ General show security in exhibit halls

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 2023.

Booth Size	Advance (May 23 – Nov 17, 2022)		Standard (Nov 18, 2022 – Apr 6, 2023)		Late (Apr 7 – June 21, 2023)	
	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	\$9,180
10' x 20' (200 sq. ft.) Inline/Corner	\$8,180	\$7,380	\$9,180	\$8,380	\$10,180	\$9,380
10' x 20' (200 sq. ft.) Corner/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.

PROMOTION

ADDITIONAL MARKETING available to exhibitors

ENHANCED LISTING

Enhance your exhibitor profile within the Interactive Digital Floor Plan and Exhibitor Listing by purchasing an Enhanced Listing Upgrade package. Exhibitors can choose from two upgrade options to maximize their digital presence. Benefits and pricing vary based on upgrade type.

- Enhanced listing badge on digital floor plan
- Company logo upload
- Company description
- Additional service category selections
- Product uploads
- Show special promotions
- One press release
- Video upload (*enhanced plus only*)

HITEC BYTES PRESS RELEASES

Publish your company's latest news to the industry's premiere online information resource, HITEC Bytes powered by HospitalityNet. See pricing and publishing options [here](#).



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 early 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 (exhibitor discretion)	Private (exhibitor discretion)	Private (exhibitor discretion)	Public (posted to HITEC schedule of events)	Public (posted to HITEC schedule of events)
Location	HITEC Exhibit Hall (only available during regular show hours)	Metro Toronto Convention Center meeting room (room assignment TBD)	Various	Exhibit Hall	HITEC education session rooms (room assignment TBD)
Quantity Available	9	15	Varies based on selected venue	28	5
Application Required	Yes	Yes	Yes (requires HFTP prior approval and direct sourcing)	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 (size TBD)
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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HFTP — The Producers of HITEC

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Stay-tuned!
Sponsorship and
Marketing Opportunities
available
Early-2023