

4th World Research Summit for Tourism and Hospitality

2nd USA-China Tourism Research Summit and Industry Dialogue

Innovation, Partnerships, and Sharing



December 8-11, 2017

UCF Rosen College of Hospitality Management
Orlando, FL, USA

Sponsorship and Exhibition Opportunities

THE CONFERENCE

The 4th World Research Summit for Tourism and Hospitality and 2nd USA-China Tourism Research Summit and Industry Dialogue: Innovation, Partnerships and Sharing will take place in Orlando, the "City Beautiful". It will provide an interactive, dynamic and international platform for academics and practitioners to discuss how to enhance research applications and knowledge management through partnerships.

Participants will have the opportunity to strengthen and transform partnerships with various stakeholders, including academic researchers, industry professionals, and government officials, through dialogues on how to better utilize research outputs for the benefits of the industry.

TOPICS INCLUDE

Presentations and discussions will include, but not limited to, the following themes/topics within the domain of hospitality and tourism

- Tourism statistics and TSAD
- Policy, planning, and governance
- Marketing, branding and management
- Consumer behavior, decision making, experience and satisfaction
- Sport tourism, festivals and events, and novel lodging and MICE marketing and management
- Competitiveness, sustainability and corporate social responsibility
- Social media, emerging technologies and e-tourism
- Human resources management and strategic leadership development
- Innovation, creativity and change management website
- Economics and forecasting
- Education and training
- Financial and performance management
- Emerging research methods and methodologies
- Other topics of contemporary significance in hospitality and tourism with a global focus
- Service excellence and service quality

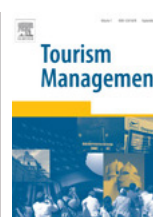
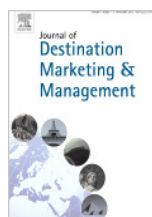
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Supported and hosted by



Supporting Publications



www.tourismandhospitalitysummit.com

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INFORMATION

RAISE YOUR PROFILE

Elsevier's extensive global network of physical scientists in academia, business and government is being targeted to generate a highly qualified audience from the tourism and hospitality community.

The 4th World Research Summit for Tourism and Hospitality and 2nd USA-China Tourism Research Summit and Industry Dialogue: Innovation, Partnerships and Sharing

will bring together leaders from industry and academia to exchange and share their experiences, present research results, explore collaborations and to spark new ideas, with the aim of developing new projects and exploiting

USE YOUR PRESENCE AT THIS 4TH WORLD RESEARCH SUMMIT FOR TOURISM AND HOSPITALITY AND 2ND USA-CHINA TOURISM RESEARCH SUMMIT AND INDUSTRY DIALOGUE CONFERENCE TO:

- launch new products and highlight existing ones
- spotlight key executives
- elevate your company profile in the tourism and hospitality community.
- network with specialists, seek international partners and form new alliances
- increase visibility in focused markets
- give maximum exposure for your company and increase brand awareness
- position your organization
- communicate your message to a highly qualified scientific community
- build relationships for the future
- attract new talent and strengthen partnerships
- generate sales leads and educate the market
- sell direct to international buyers.

For further information on sponsorship and exhibition opportunities please contact:

Assaf Rozenberg

Conference Sponsorship Sales Executive

Elsevier, Amsterdam, The Netherlands

Tel: +31 20 4852364 | Fax: +31 20 485 2623 | E-mail: a.rozenberg@elsevier.com

EXCLUSIVE PLATINUM SPONSOR

\$ 27,500

- Company acknowledgement on all official conference support signs, program, conference website and on all marketing collateral
- Complimentary registration for 5 delegates
- Complimentary 6x3m shell scheme booth
- One set of promotional materials included in the registration material
- A complimentary meeting room
- Your logo on all delegate badges
- A complimentary full page advertisement in the program
- After the event "Thank you email" to all attendees with company logo
- Option to brand specific portions of the meeting, including 3 of the following*:
 - Welcome reception • Coffee break
 - Lunch break • Congress bags • Satellite symposia
 - Poster award • Lanyards • Conference app

GOLD SPONSOR

\$ 16,500

- Company acknowledgement on all official conference support signs, program and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 4 delegates
- Complimentary 3x2m shell scheme booth
- One set of promotional materials included in registration material
- A complimentary full page advertisement in the program
- Option to brand specific portions of the meeting, including 2 of the following*:
 - Welcome reception • Coffee break • Lunch break • Congress bags • Satellite symposia • Poster award
 - Conference app

SILVER SPONSOR

\$ 9,900

- Company acknowledgement on all official conference support signs, program and on all marketing collateral
- Special recognition on the conference website
- Complimentary registration for 3 delegates
- Complimentary 3x2m shell scheme booth
- One set of promotional materials included in registration material
- Option to brand specific portions of the meeting, including 1 of the following*:
 - Refreshment break • Lunch break
 - Satellite symposia • Poster award • Conference app

EXHIBITION

An exhibition will run alongside the conference providing you with the opportunity to network with the delegates, demonstrate your products, generate new sales leads and raise your profile within the scientific community.

The exhibition package includes the listing of your logo and company name, short description and link on the conference website and program booklet.

The following options are available:

- | | |
|---|-----------------|
| Table top (6ft table top exhibition stand) | \$ 1,700 |
| Shell scheme booth (6ftx10ft, includes 1 free delegate place) | \$ 3,850 |

(*) Based on first come first served receipt of commitments

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Promotion exposure for our sponsors includes:

- Listing of your company name and logo in the program booklet
- Listing of your logo and company name, short description and link through to your company website on the conference website

See below for additional specific benefits and exposure

BRANDING AND VISIBILITY	DELEGATE BAG Two spaces available \$ 6,000	REGISTRATION DESK Exclusive \$ 6,600	CONFERENCE APP Exclusive CONTACT US
	<p>Have your company logo on the highly valued delegate bag. Used long after the event this will ensure long lasting visibility for your company.</p> <p>LANYARDS Three spaces available \$ 5,300</p> <p>Your company logo on the woven conference lanyard given to each delegate and worn throughout the conference.</p> <p>SPONSOR SESSION One space per session \$ 3,300</p> <ul style="list-style-type: none"> ■ Your company logo at the opening and closing of the sponsored session and on on-site signage ■ Your company name and logo in the program booklet, next to the session listing ■ 1 free delegate place 	<ul style="list-style-type: none"> ■ Your company logo on poster and signage at the registration desk ■ Your company logo on pens distributed at the conference ■ 1 free delegate place <p>DELEGATE BAG INSERT \$ 900</p> <p>Your promotional material can be inserted into each delegate bag given to participants on site. This applies to light weight materials only – books etc. will not be inserted into delegate bags, but are more appropriate for literature displays.</p> <p>Materials should be sent to the Project Lead in time for insertion - specific dates and quantities will be provided on application.</p>	<p>Sponsor Elsevier's new conference App, available on all Android and iOS devices. Your company logo will be displayed prominently on the app.</p> <ul style="list-style-type: none"> ■ Details of the program and speakers ■ Abstracts of all the talks and posters ■ Presentation and Poster files ■ Information on exhibitors and sponsors ■ Conference floor plans ■ Allows participants to plan what presentations to attend, add notes to the program, make lists via the To Do feature and add custom tags to presentations and exhibitors.
NETWORKING OPPORTUNITIES	WELCOME DRINKS RECEPTION Exclusive \$ 10,000	LUNCH SESSION Two spaces per lunch available \$ 10,000	GALA DINNER Two spaces per dinner available \$ 12,000
	<ul style="list-style-type: none"> ■ Opportunity to give a short address at the beginning of the reception ■ Your company logo on available paraphernalia (eg napkins, doilies etc) ■ Your company logo on A1 sized foam-backed posters positioned around the reception area ■ Delegate bag insert ■ 2 free delegate places <p>COFFEE BREAK One space per break available \$ 3,000</p> <ul style="list-style-type: none"> ■ Sponsorship of one of the Conference refreshment breaks ■ Your company logo on available paraphernalia (eg. napkins, doilies etc) ■ Your company logo on A1 sized foam-backed posters where the breaks will be taking place ■ Delegate bag insert <p>POSTER AWARD</p> <p>An opportunity to have the poster award awarded in the closing session named after your company.</p>	<ul style="list-style-type: none"> ■ Sponsorship of one of the Conference Lunches ■ Your company logo on available paraphernalia (eg. napkins, doilies etc) ■ Your company logo on A1 sized foam-backed posters where the lunch will be taking place ■ Opportunity to give a short address at the beginning of the lunch ■ Delegate bag insert ■ 2 free delegate places <p>SATELLITE SYMPOSIA CONTACT US</p> <p>Give a scheduled 60 minutes client-based case study (normally planned around the lunch break) to conference delegates. Includes 1 free delegate place and company acknowledgement by level on all official conference support signs, program and on all marketing collateral.</p>	<p>An unrivalled opportunity to have high profile branding at the main social event of the conference.</p> <ul style="list-style-type: none"> ■ Your company logo on available paraphernalia (eg napkins, doilies etc.) ■ A tabletop exhibition display ■ Your company logo on A1 sized foam-backed posters where the dinner will be taking place. ■ Opportunity to give a short address at the beginning of the dinner ■ Delegate bag insert ■ 2 free delegate places <p>WORKSHOP CONTACT US</p> <p>Showcase your products to the conference delegates at a dedicated workshop session. Includes 1 free delegate place and company acknowledgement by level on all official conference support signs, program and on all marketing collateral</p>
SPONSORED WEBINAR	CONTACT US		
	<p>Elsevier webinars are live multimedia presentations that allow a presenter to truly engage and interact with a large scientific audience online. This an excellent opportunity to sponsor free access to a live or recorded webinar on a topic directly related to the meeting and benefit from marketing exposure before and during the event. This sponsorship will give you the possibility to:</p> <ul style="list-style-type: none"> ■ Create your own custom environment and exclusive audience participation ■ Target registered delegates and many other professionals aligned with your business ■ Create complimentary coverage of a key topic that fits with your product or market objectives ■ Create maximum impact and increase your profile immediately before or after the event. <p>The webinar would be hosted on the conference website and would remain there until the end of meeting for anyone to download. The package includes marketing, traffic and campaign management as well as 1 free delegate place.</p>		
SPONSORED ONLINE CONFERENCE	CONTACT US		
	<p>Elsevier has developed an online conference offering, allowing delegates from all over the world to access free of charge presentations online. The online conference allows an extended audience to hear the latest research developments from top international speakers, extending your marketing reach beyond the physical delegate base.</p> <p>Sponsor an online counterpart to the physical event and enjoy unique benefits:</p> <ul style="list-style-type: none"> ■ Achieve significant brand exposure. Your logo is included in all event promotions. ■ Extend your audience reach and broadcast your message to an unprecedented number of researchers worldwide. ■ Capture qualified leads and gain important insights about the targeted audience. ■ Demonstrate thought leadership and expertise. ■ Archive conference material and make your conference stand out for months after the physical event. ■ Online conference will also be communicated to the participants of the physical conference, increasing your exposure and branding. <p>The package includes marketing, traffic and campaign management as well as 1 free delegate place.</p>		

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SPONSORSHIP AND EXHIBITION ORDER FORM

1. YOUR DETAILS

Company contact name for correspondence

Title (Prof. Dr. Mr. Ms.)	First Name
Surname	
Job Title	
Organization	
Address	
State/Country	
Post/Zip Code	
Tel	Fax
Email	

2. ORDER DETAILS

- | | |
|---|-----------|
| <input type="checkbox"/> EXCLUSIVE PLATINUM SPONSOR | \$ 27,500 |
| <input type="checkbox"/> GOLD SPONSOR | \$ 16,500 |
| <input type="checkbox"/> SILVER SPONSOR | \$ 9,900 |

EXHIBITOR OPPORTUNITIES

- | | |
|--|----------|
| <input type="checkbox"/> Table top (6ft table top exhibition stand) | \$ 1,700 |
| <input type="checkbox"/> Shell scheme booth (6ftx10ft, Includes 1 free delegate place) | \$ 3,850 |

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRANDING AND VISIBILITY

- | | |
|--|------------|
| <input type="checkbox"/> Delegate bag | \$ 6,000 |
| <input type="checkbox"/> Lanyards | \$ 5,300 |
| <input type="checkbox"/> Sponsor session | \$ 3,300 |
| <input type="checkbox"/> Registration desk | \$ 6,600 |
| <input type="checkbox"/> Delegate bag insert | \$ 900 |
| <input type="checkbox"/> Conference app | Contact Us |

NETWORKING OPPORTUNITIES

- | | |
|--|------------|
| <input type="checkbox"/> Welcome drinks reception | \$ 10,000 |
| <input type="checkbox"/> Coffee break | \$ 3,000 |
| <input type="checkbox"/> Lunch session | \$ 10,000 |
| <input type="checkbox"/> Gala dinner | \$ 12,000 |
| <input type="checkbox"/> Poster Award | |
| <input type="checkbox"/> Satellite symposia | Contact Us |
| <input type="checkbox"/> Workshop | Contact Us |
| <input type="checkbox"/> Sponsored webinar | Contact Us |
| <input type="checkbox"/> Sponsored online conference | Contact Us |

3. HOW TO PAY

Please note that all figures are subject to VAT at the prevailing rate

Total amount payable \$ _____

- I will arrange a bank transfer to Elsevier Ltd, please send me the payment details

4. SIGN AND DATE THE FORM

I have read and agree to abide by the payment and cancellation terms as outlined below, and I understand that this form confirms my booking. I accept that from now on charges will be imposed for cancelled bookings, and that up to the full fee will be payable:

Signature _____ Today's Date _____

5. RETURN TO

Assaf Rozenberg

Conference Sponsorship Sales Executive
Elsevier Ltd, Radarweg 29
043NX Amsterdam
The Netherlands
Tel: +31 20 4852364
Fax: +31 20 485 2623
E-mail: a.rozenberg@elsevier.com

TERMS AND CONDITIONS OF BOOKING:

- Acceptance of applications for table-top exhibits or sponsorship is at the discretion of the organisers.
- Cancellations: If you find it necessary to cancel your exhibition or sponsorship package, please fax the conference department immediately on +44 (0) 1865 843958. Cancellation more than 91 days prior to the first open day of the conference – 50% of the total charge as a cancellation penalty provided that written notice is received. Cancellation 91 days or less prior to the first open day of the conference – 100% of the total charge as a cancellation penalty.
- Payment must be made in advance of the conference and is non-refundable according to the above cancellation terms.
- You will be provided with confirmation of your booking, along with full details of shipping co-ordinates and relevant shipping deadlines.
- A reduction in Stand space shall be treated as a pro rata cancellation. A signed order of a Stand implies participation by the Exhibitor for the whole of the time when the hall is open to the Visitors. In the event of cancellation by the Exhibitor or failure to exhibit the Stand charges shall be paid in full to the Organiser. Cancellation charges will be applied as indicated above and the parties hereby agree that these constitute a genuine and reasonable estimate of the loss which the Organiser would incur on cancellation of the order by the Exhibitor.
- The exhibition stand contract constitutes a license to exhibit and not a tenancy. The Organiser reserves the right at any time and from time to time to make such alterations in the ground plan of the Exhibition as may in their opinion be necessary in the best interests of the Exhibition and to alter the shape, size or position allocated to the Exhibitor. No alterations to the space allotted will be made in such a way as to impose on the Exhibitor any greater liability for rental than that undertaken in the exhibition stand contract.
- The Exhibitor or Sponsor shall not be entitled to withhold payment of any amounts payable to the Organiser in relation to the exhibition or sponsorship package by reason of any dispute or claim by the Exhibitor or Sponsor in connection with the exhibition/sponsorship package or otherwise nor shall the Exhibitor or Sponsor be entitled to set off any amount which it is alleged is payable or due from the Organiser against any amount payable to the Organiser in relation to the exhibition or sponsorship package.
- Exhibitors are responsible for their own insurance for the event. A copy of your public liability insurance certificate (providing cover of US\$3,000,000) is required prior to the event.
- Price for up to 2 colour printing within logos