

Conference and Hotel Information

Visit ahla.com/events/htng-european-conference for additional information regarding the event and the conference hotel.

Shipping Information

Shipped materials should be labeled as follows:

ADDRESS:

Sheraton Grand Hotel & Spa, Edinburgh
1 Festival Square
City of Edinburgh
Scotland, United Kingdom, EH3 9SR

EVENT NAME: HTNG

CONVENTION DATE: October 17-19, 2022

Materials should arrive within one week of the convention date. Sponsor agrees that AHLA and the Hotel shall have no obligation for items not arriving at the hotel.

Membership Eligibility

- Company must be a member of AHLA to sponsor.
- For membership information, visit: ahla.com/membership

Pre-Event Attendee List

- An attendee list will be provided to all sponsors 2-3 weeks prior to the event.
- The list will include the name, title and company of each attendee.

Order Prioritization

- HTNG assigns sponsorships on a first-come, first-served basis, based on receipt of signed order form.
- HTNG may make reasonable adjustments to priorities for members who, through no fault of their own, received less than full value from sponsorships at prior HTNG events.
- If payment is not received within 30 days of invoicing, HTNG may assign the requested sponsorship to another company.

Included Event Registrations

- All sponsorships receive two conference registrations, except Diamond Sponsors, who receive four conference registrations.
- The above registrations are for employees of the member company only.
- Exhibits that are added to sponsorships do not include an additional registration.
- Registration exceptions may be granted for contractors or regional distributors, and are at HTNG's discretion.

Hotelier Guest Registrations

- All sponsors receive two complimentary Hotelier Guest registrations.
- Hotelier guest registrations may be used only for full-time employees of hotel ownership, management or franchising companies.
- Hotelier guest registrations may not be assigned to individuals who have already registered for the event.
- Sponsor is responsible for extending the invitations.
- To register your hotelier guest, send a request to HTNGevents@ahla.com including their name, title, company and email address. HTNG will send confirmation to your invitee.
- Hotelier guest's information is due to HTNG by **10 October 2022**.

TABLETOP EXHIBIT INFORMATION

Exhibit Information

- Exhibitors will be able to select their tabletop locations starting on **20 September 2022**. Priority will be given first to the Diamond and Sapphire sponsors. After this, exhibit selection will be based on the date HTNG received the exhibitor's signed order form.
- Tabletop exhibits include a 1.8 m (6 ft.) skirted table and two chairs. All equipment, materials or signage must fit on the table or immediately behind the table.
- Wireless internet is included. If you would like to purchase wired internet, please contact our events team.
- One electrical outlet with 220-volt electric service is included. If you wish to purchase additional power, please contact our events team.
- Sound generated by exhibitor's equipment may not be so loud as to impact other exhibitors or attendees.

Move-in, Move-out

Move-in: Monday 14:00 - 17:30

Move-out: Wednesday 16:30 - 17:30

- Exhibit set up is not allowed during the Welcome Reception. If your exhibit is not completely setup by the start of the reception, you must clean up your area and resume set up after the reception has concluded.
- Immediately after the end of the event, exhibitors must remove all property from the exhibit area. Any items left behind will be subject to a charge at the hotel's prevailing rental rates.
- Exhibitor is solely responsible for arranging their packing and material shipments.

Storage

- No storage will be provided.
- All storage materials must be out of sight during the conference.

Exhibit Area Times

Exhibits are open during the following times:

Tuesday:

- Welcome Coffee
- Morning Break
- Lunch
- Afternoon Break
- Cocktail Reception

Wednesday:

- Welcome Coffee
- Morning Break
- Closing Reception

- Exhibitors are *strongly* encouraged to attend the general session and return to their exhibits for networking during meal functions.
- For exact timing, view the program at ahla.com/events/htng-european-conference

Exhibit Security

- There will be no security provided. Exhibits are located in semi-public areas and HTNG recommends removing valuables when not attended.
- Items left unattended are at exhibitor's risk.

SPONSOR INFORMATION

DIAMOND SPONSOR

This sponsor will create and present a 30-45 minute breakout session in coordination with the HTNG event programming team. The Diamond Sponsor also includes 4 registrations. Only 2 available.

- Sponsor will develop content, invite speakers, and create presentations in coordination with the HTNG event programming team.
- Session should be educational in nature and not overly commercial.
- Content must abide by the AHLA Code of Conduct.
- Sponsor will provide HTNG with the final presentation by **10 October 2022**.
- HTNG will assign breakout session time and date and reserves the right to change times.
- Sponsor may use a PowerPoint or Prezi presentation.
- Presentation must be created with a 16:9 aspect ratio and have all fonts and videos embedded.

SAPPHIRE SPONSOR

These sponsorships include a five-minute commercial speaking opportunity during the general session. Sapphire Sponsors receive a named reception or lunch where they may distribute light promotional items. 4 available.

- The Sapphire Sponsor's options are the Tuesday Welcome Reception, Wednesday Lunch, Wednesday Networking Reception, and Thursday Lunch.
- The speaking opportunity is strictly limited to 5 minutes.
- A countdown timer will be visible to the speaker. At the end of allotted time, HTNG may end the session by turning off the speaker's microphone and playing music.
- Sponsor will provide HTNG with the speaker's name and title by **10 October 2022**.
- HTNG will provide an introductory slide with the speaker's name, title and company.
- HTNG will assign speaking slots and reserves the right to change times.
- Speaker may use a PowerPoint or Prezi presentation.
- Presentation must be created with a 16:9 aspect ratio and have all fonts and videos embedded.
- Presentation must be sent to HTNG by **10 October 2022**.

BADGE HOLDER SPONSOR

This premier branding opportunity ensures that the sponsor's company logo will be worn by every attendee, providing exceptional visibility. Only 1 available.

- HTNG will facilitate production of the badge holders.
- HTNG will provide sponsor with artwork specifications and deadlines.

BRANDING SPONSOR

These sponsorships focus on brand recognition by providing the opportunity to distribute either promotional literature or items to all attendees in the General Session room. Additionally, branding sponsors are the named sponsor of a networking break. 4 available.

- Sponsor has the option of distributing a flyer or branded promotional item.
- Sponsor will produce and deliver 250 flyers or items.
- Branded promotional items must be approved by HTNG in advance.
- Flyers or promotional items must arrive at the conference hotel, as per shipping information.

REGISTRATION SPONSOR

HTNG will display this sponsor's logo near the registration desk and distribute its branded item to attendees.

- Sponsor will produce 250 branded promotional items for HTNG to distribute at the registration desk.
- Promotional items must arrive at the conference hotel, as per shipping instructions.
- Branded promotional items must be approved by HTNG in advance.

CHARGING STATION SPONSOR

Showcase your company's products or take advantage of a great branding opportunity in the general session.

- Sponsor may provide their own charging equipment.
- If sponsor chooses not to provide equipment, it will be furnished by HTNG.
- HTNG will provide sponsor logo recognition on the charging station table.

EVENT PROGRAM SPONSOR

This sponsorship receives full-page recognition on the back cover of the conference program. This program is distributed to all attendees providing visibility and maximum shelf life. Only 1 available.

- Sponsor will provide their design in PDF format with dimensions of 8.5 inches tall and 5.5 inches wide with full crop and bleed to HTNG.
- If sponsor chooses to simply use a logo for the page, the logo file can directly be provided to HTNG.
- Sponsor will supply their material to HTNG by **20 September 2022**.

SUGGEST YOUR OWN SPONSORSHIP

Be creative and suggest your own sponsorship! Submit your sponsorship concept to HTNG for consideration.

- Concept must be submitted to HTNG and agreed upon in advance. While sponsorship prices will vary, you should expect pricing that is comparable to other published sponsorships.
- Sponsorship will not be confirmed or billed by HTNG until both parties are in agreement.
- Specific regulations will be determined and agreed on as part of the submission and acceptance process.
- Sponsorship may be structured to include conference registration(s).