



## *Summit 2018 – Norfolk, VA*

We are delighted to announce the next **AIHP Knowledge Sharing Summit & Marketplace** to be held in Norfolk, Virginia, February 25- March 1, 2018, at Hilton The Main. We are teamed with **StayVA** as the state association host in presenting another packed schedule of educational workshops, networking among colleagues from around the country, and a great deal of fun.

Being an exhibitor and sponsor of the Summit 2018 event will put you in the spotlight!

This is THE industry conference of 2018. Exhibitors and sponsors gain exposure to owners and decision makers of TWO leading industry associations in one stylish and exciting setting. It's an opportunity to boost your brand to an attentive audience of lodging industry professionals. Sponsors have the chance to increase visibility by having their logos on signage, banners, and Summit programs.

The Main is Norfolk's newest meeting destination. A Hilton hotel with upscale rooms, three chic eateries, and session rooms with cutting-edge technology, Marketplace will be installed in the Grand Ballroom with just under 18,400-square-feet of column-free space in which to showcase products and services. The Main sits just off Norfolk's vibrant waterfront within steps of trendy shopping, cultural attractions, and eclectic dining options.

The attached information is designed to make your decision easy. Exhibitor pricing, Premier, Signature and Advocate Sponsorship levels, and 2018 A La Carte options are detailed. Opportunities, as always, are available until sold!

We are excited and looking forward to Meeting You at The Main.

Yours very truly,

Kathryn White

AIHP Education and Events Director

Linda Hayes

Summit 2018 Chair



# 2018 Marketplace Pricing

## Marketplace Exhibitor: 10' x 10' Booth Options

AIHP/STAY VA Member	Standard Booth	\$1,899
	Premium Booth	\$2,199
Second Booth	Standard Booth	\$1,699
	Premium Booth	\$1,999
Non-Member	Standard Booth	\$2,499
	Second Booth	\$2,199

The purchase of one booth space includes 2 conference registrations, 2 Shindig tickets, signage with company name, 8-foot topped and skirted table, 2 chairs, 1 wastebasket with liner. Power and dedicated Internet are additional. A second booth space may be purchased at the discounted rate with a maximum of two booth spaces per company.

## Marketplace Exhibitor: Limited Option for 12 Exhibitors Only

AIHP Member	4-Ft table, low or high	\$ 899
Non-Member	4-Ft table, low or high	\$1,199

The purchase of one 4-foot table or high-top includes, 1 conference registration, 1 Shindig ticket, signage with company name, one skirted table, 1 chair or stool, 1 wastebasket with liner. Power and dedicated Internet are additional.

## Marketplace Exhibitor Add-Ons

- Additional Company staff/personnel Registration Fee: \$529 per person
- Additional Shindig Ticket \$25
- Guest Pass / Daily Badge: \$200
- Non-Registered Individual Shindig Ticket: \$75

## Marketplace Exhibitor Booth Options: See Exhibitor Kit (to be sent after registration)

- Wireless Internet
- Dedicated Internet
- Power Drop
- Internet + Power Package
- Furniture

For more information: Susan Beckwith [Susan@independent-innkeeping.org](mailto:Susan@independent-innkeeping.org)



# 2018 Sponsorship Levels

All sponsors must be an allied partner or business member of either **AIHP** or **StayVA**. All sponsorship levels include one booth space. A second booth space may be purchased at the discounted rate with a maximum of two booth spaces per company.

## ***Premier Sponsor: Minimum \$6,999***

- Premium booth with Internet and power
- 6 conference registrations and 6 Shindig tickets
- Exclusive sponsorship of breakfast, lunch or general session
- Event Welcome or Keynote Speaker Introduction
- Name/logo on all advertising/publicity from date of commitment
- Dedicated social media promotion
- Name/logo on Summit 2018 website
- Summit 2018 Program full page ad
- Name/logo on Summit 2018 event signage

## ***Signature Sponsor: Minimum \$5,499***

- Premium booth with Internet and power
- 4 conference registrations and 4 Shindig tickets
- Exclusive break or workshop session sponsorship
- Dedicated social media promotion
- Name/logo on Summit 2018 website
- Summit 2018 Program half page ad
- Name/logo on Summit 2018 event signage

## ***Advocate Sponsor: Minimum \$3,999***

- Standard booth with Internet and power
- 2 conference registrations and 2 Shindig tickets
- Exclusive workshop session sponsorship
- Dedicated social media promotion
- Name/logo on Summit 2018 website
- Summit 2018 Program half page ad
- Name/logo on Summit 2018 event signage

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# 2018 A La Carte Sponsorships

Wednesday Night Shindig Exclusive Sponsor \$6,500 *SOLD*

Marketplace Crawl Sponsor (Opening Marketplace Reception)

Our opening reception will feature products from the Commonwealth of Virginia including craft beers, wine, and snacks at various locations throughout the marketplace. Sponsorship will include your location on the map and logo on the souvenir glass given to all attendees. Interested? Pricing to follow.

Bon Voyage Victuals Exclusive Sponsor \$1,800

Workshop Session Sponsor \$250

AIHP Annual Meeting and Breakfast Exclusive Sponsor \$2,000

Wake-up Beverage Sponsor \$1500 (3 available)

Monday Spotlight Sessions \$175 *Marketplace Exhibitors only SOLD OUT*

Spotlight sessions will run hourly beginning at 8:00 am Monday morning, February 26, with a 15-minute break between each session. A total of 21 session slots are available. Three sessions will occur simultaneously – with companies offering the same products or services scheduled at different times. Each company is welcome to purchase up to two slots, which can occur in sequence, or not. The cost of each one-hour Spotlight session is \$175, exclusive of any special A/V or Internet requirements and will be reserved for Marketplace Exhibitors.

Summit 2018 Program Advertising

Get your products and services in front of current and aspiring innkeepers by advertising in the conference program the 2018 Knowledge Sharing Summing & Marketplace Attendee Program. Advertisement art is due by December 1, 2017.

Back Cover *SOLD*

Inside Front *SOLD*

Inside Back \$750

Full Page Ad \$400

Half Page Ad Horizontal \$250



### Room Drop – actual delivery cost paid to the Norfolk Hilton The Main

The opportunity to gift attendees is extended to any Marketplace Exhibitor. The cost charged by the Norfolk Hilton The Main for the room drop will be the responsibility of the Exhibitor/company. Exhibitors interested in this option should contact AIHP no later than January 15, 2018.

### Bag Stuffers – no charge to place products in attendee bags

Another opportunity to advertise or gift attendees is by contributing an item to be placed in the attendee bag. Pens and notebooks are popular, coupons or vouchers are appreciated, and your creative ideas will be welcomed. Items to be placed in bags are the responsibility of the company to ship directly to the hotel. Please notify AIHP no later than January 15, 2018 if you are interested in providing a bag stuffer.

### Silent Auction – donate a product or service for the silent auction

Your item, gift certificate or gift basket will be attractively displayed in the Grand Ballroom (Marketplace). Silent Auction runs from the opening of Marketplace on Monday afternoon through Wednesday afternoon. All proceeds go to AIHP and the B&B for Vets Program. The deadline for contributing an item is February 1, 2018. Exhibitors may indicate their interest while registering.

Folding Pocket Guide Agenda Exclusive Sponsor *SOLD*

Summit 2018 Attendee Bags *SOLD*

Summit 2018 Badges and Lanyards *SOLD*

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SUMMIT 2018 SPONSORSHIP LEVELS

SPONSORSHIP LEVEL	PREMIER \$6,999	SIGNATURE \$5,499	ADVOCATE \$3,999
Event Welcome or Introduction	SPEAKING OPPORTUNITY		
Public Relations - Sponsor will be featured on all event public relations announcements	FEATURED		
Exclusive Sponsorship	BREAKFAST, LUNCH OR GENERAL SESSION	BREAK OR WORKSHOP SESSION	WORKSHOP SESSION
Social Media	DEDICATED	DEDICATED	DEDICATED
Event Signage	INCLUDED	INCLUDED	INCLUDED
Program Ad	FULL PAGE	HALF PAGE	HALF PAGE
Name/Logo on Website	PREMIER LISTING WITH LOGO	PROMINENT LISTING WITH LOGO	LOGO LISTING
Shindig Party Tickets	6 TICKETS	4 TICKETS	2 TICKETS
Conference Registration	6 REGISTRATIONS	4 REGISTRATIONS	2 REGISTRATIONS
Booth w/Internet and Power	Premium Booth	Premium Booth	Standard Booth