

7th Annual
**Resort
Management**
CONFERENCE

March 25-27, 2007 • Colorado Springs, CO
The Broadmoor

Hosted by HSMAI &
The University of
Denver



Looking for an opportunity to interact with resort GMs and senior management from 50+ properties?

Be part of a unique opportunity to gain exposure with an influential audience driving decisions regarding operations and marketing strategy. Attendance is expected to be between 175 and 200 individual resort marketing, sales, and operations professionals who are directly responsible for their properties and performance.

Exhibit Opportunities

Get in front of qualified buyers who drive resort marketing, operations, and purchasing decisions by participating as a conference exhibitor.

Exhibitors receive:

- 10 X10 booth
- Registration for one company representative
- Post-event registration list (electronic format)

Partnership Opportunities Silver Partners

In addition to exhibit space, silver event partners will receive the following partnership benefits:

- Registration for two company representatives
- Recognition in pre- and post-event marketing including:
 - Print and e-mail marketing
 - Press releases
 - Event Web site
 - Conference program book

Gold Partners

In addition to the exhibit space, and silver partner benefits, gold partners will also receive:

- Designated as a sponsor for conference networking event
- Full-page, full-color ad in one issue of the HSMAI *Marketing Review*
- Banner ad in one issue of the *Resort Marketing UPDATE* e-newsletter sent quarterly via e-mail to the members of this special interest group

Exposure on the home page of the Resort Marketing Special Interest Group (SIG) web site: <http://www.resortmarketing.org> and the conference web site.



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Partnership Commitment Form

Yes! I'd like to support the Resort Marketing Strategy Conference at the level indicated below:

- Gold Partner\$10,000*
- Silver Partner\$5,000*
- Exhibitor\$2,800*
- Additional Event Partner Registration\$495*
- Resort Marketing Advisory Board Dinner Sponsor\$1,500**
- Resort Marketing Newsletter Sponsor\$1,000***

*Additional charges may apply for electrical and Internet connections if requested. **Two dates are available. ***Limited to three partners.

Partner Contact Information:

Member #: _____

Name: _____ Title: _____

Company: _____

Address: _____

City, State ZIP: _____

Phone: _____ Fax: _____

E-mail: _____

Additional Registration:

Name: _____ Title: _____ E-mail: _____

Name: _____ Title: _____ E-mail: _____

Payment Information:

My check (made payable to HSMIAI) is enclosed: Yes No

Check # _____ & _____

Please charge the amount of \$ _____ to my:

American Express Visa MasterCard Diner's Club

Card #: _____

Exp.date: _____

Name: _____

Signature: _____

Please mail or fax this form with payment to:
HSMIAI, ATTN: Melanie Penoyar, 8201 Greensboro Drive, Suite 300, McLean, VA 22102
Fax: 703-610-9005