



ICHRIE
2025
INDY

2025 ICHRIE GLOBAL CONFERENCE

FULL THROTTLE: ACCELERATING INNOVATION IN HOSPITALITY EDUCATION

SPONSORSHIP PROSPECTUS

ABOUT ICHRIE

ICHRIE is a global and multi-cultural community of hospitality and tourism professionals dedicated to the pursuit, discovery, advancement, and sharing of knowledge and experiences relevant to the hospitality and tourism industry and its future leaders.



23

special interest groups



3500+

members worldwide



370

educational institutions globally



79

years of service to hospitality and tourism educators



120,000

number of students represented in our member universities

ABOUT CONFERENCE

The International CHRIE Global Conference is a time to learn, recharge and reconnect. Your support will help strengthen our spirit of hospitality, teaching, learning, research and organizational culture.

- Dynamic and current keynotes and speakers
- 260+ submissions for presentation
- New Teaching-Focused Track
- Education & Innovation Center
- Unique networking events
- Opportunities to experience in Indiana

WHY SPONSOR?

Are you seeking to promote your graduate or advanced degree programs, network for international collaborations, discover future hospitality leaders, or learn more about the significant investments made by hospitality colleges, universities, and programs on consulting, technology, marketing, events, and other classroom and campus resources?

If you answered yes, this year's 2025 ICHRIE Global Conference in Indianapolis, Indiana, USA should be at the top of your list.



SPONSORSHIP OPPORTUNITIES

EXPLORE A WORLD OF OPPORTUNITY

EDUCATION AND INNOVATION CENTER

\$12,000

Back for 2025—the Education & Innovation Center (EIC)! Offering a two-day technology showcase, innovation leaders, food and beverage and networking events, we can't wait to welcome the conference attendees to an attendee favorite. As the sponsor of this event, your organization's logo will be on all marketing materials related to the EIC—social media, newsletters, schedule programming, signage and MORE!

WELCOME RECEPTION

\$11,000

The “wow factor” will be in affect again for 2025 and your company/organization will be highlighted as sponsor. The reception for the evening includes food, drinks and networking within the Education & Innovation Center.

CONFERENCE BADGES

\$10,750

Each attendee at the ICHRIE Conference will be showcasing your logo to attendees! Badge Holders will be distributed from the registration counter and we'll feature your logo at registration as well. This sponsorship always goes fast!

GENERAL SESSION

\$10,000

On Thursday, 19th June, the day will begin with all attendees gathered in the ballroom for a one-hour session with our featured keynote speaker. This sponsorship includes reserved seating for five (5) directly in front of the presentation stage with signage, sponsor acknowledgement on prominent signage at the ballroom entrance, sponsor opportunities for a 2-3 video on main stage. Also sponsor acknowledgement on the mobile app, on the Conference website and on the conference slide presentation for all.

THURSDAY LUNCH

\$10,000 or 2 for \$7,250

Lunch is on you! Join everyone in the EIC for lunch and networking. Includes logo on lunch area signage and an opportunity to introduce your school or organization for 3 minutes on stage prior to the Keynote session following lunch.

CONFERENCE SIGNAGE

\$7,800

As the conference signage sponsor, we'll showcase your logo on electronic signage, directional signage, meeting room signs and special event signs.* A great opportunity to showcase your company, maximize exposure and support the industry and the industry educators at ICHRIE.

*individually sponsored sessions are not included

OPENING KEYNOTES

3 available for \$6,000 each

Introduce one or all 2025 Opening Keynotes! Your organization logo will be featured on the main screen and throughout the general session space.

DEAN'S & DIRECTOR'S SESSION

\$10,000 or 3 for \$5000 each

Take advantage of this unique opportunity to welcome over 100 Deans and Directors to an invite-only morning session. This is a prestigious group of global college and institutional executives. The sponsor(s) may present as a speaker introducer in the main program—six (6) minutes for business message and two (2) minutes on intro for speaker. The sponsor(s)' logo will appear in the invitation to this unique group, on the mobile app and on signage for the room. All introductions will need to have final ICHRIE approval and session introduction does not allow powerpoint slides.

ICHRIE AWARD RECEPTION

\$7,500 or two sponsors at each \$5,000

On Friday, June 20th, ICHRIE will open the special evening of our Annual ICHRIE Awards at the beautiful new Indiana State Museum. This year, we will kick off the celebration with a reception at the Indiana State Museum directly across the street from our host hotel. Sponsorship allows a welcome on stage at the dinner and 3 minutes to highlight a program or business. Logos will be on all signage, on screen and with a personal thank you from our podium.

OPPORTUNITIES AROUND

CONFERENCE BAG

\$7,500

Imagine your logo on conference bags! Attendees will use these bags during the meetings and beyond. Your company logo will be featured on the conference bags and showcased at the registration area where bags will be given out.

CONFERENCE MOBILE APP

\$7,500

This exclusive option showcases your company logo and banner highlighted as the sponsor of the communication hub for the conference. Available for all, this app will keep with attendee schedules, sessions and even social media and networking connections. Use of the app will be marketed to all attendees. Even those not in attendance can access the app and view the activities.

BOARD OF DIRECTORS' DINNER

\$5,700

The Board of Directors' dinner is an exclusive event designed to introduce your company to ICHRIE's leadership. This opportunity allows for one-on-one networking to create lasting relationships with key leaders.

AWARDS-AFTER HOURS

\$5,200

Let's get the party started! Once the conference is over and the awards handed out, it's time to kick up your heels and celebrate. Invigorate the attendees by sponsoring entertainment that will get them out of their seats! Opportunity to be thanked at the podium by ICHRIE President and have two (2) minutes for an exciting company/organization update or news

WATER BOTTLES

\$5,200

Keep conference attendees refreshed by sponsoring water bottles with your logo! Hydration is key when traveling and explore—and you will definitely want to explore INDY!

SPONSOR TOMORROW'S TALENT

\$5,000

Support up to 10 college interns who will be working the conference. Sponsorship includes participation in a 1-hour session for mentorship, helps with intern's conference registration and accommodation costs. Sponsorship will provide interns with event shirts with your logo and the ICHRIE logo.

HOSPITALITY LOUNGE

\$4,500

Speak with attendees throughout the conference Hospitality Lounge designed for networking and research collaboration. Your logo will be showcased as sponsor for this special on-site meeting room.

SCHOLARSHIPS FOR FACULTY OR STUDENT REGISTRATIONS

\$750 (10 opportunities available)

Help us sponsor one (1) student registration for our faculty who need help with travel this year, or our hospitality leaders of tomorrow – our graduate and honor society students

BRANDED BAG INSERTS

\$700

Get new & exciting information about your organization in the hands of each conference attendee. Create your materials, ship it to the hotel and we'll do the rest. Inserts will be included in conference bags.

CAREER FAIR

\$2,500

Show support for this special session offered to our ICHRIE schools and colleges to showcase their programs and their career opportunities. Your school or organization's logo will be on signage and promotional materials.

POSTER SESSIONS

\$3,000

Be part of our special concurrent poster presentation session on Friday, June 20th. You will receive prominent sponsor acknowledgment on signage at the entrance of the poster presentation area. Additional sponsor acknowledgment (with logo) will be seen on the mobile app, the conference website, and the sponsor slide presentation played for all.

Interested in sponsoring one of ICHRIE's prestigious awards?

Contact us for all of your sponsorship questions!

Fran Brasseur at fbrasseur@chrie.org

Mary Richards at mrichards@chrie.org

2025 ICHRIE GLOBAL CONFERENCE

ADDITIONAL VALUE INCLUDED IN SPONSORING

INDIANAPOLIS MOTOR SPEEDWAY Over \$10,000

- Logo on overall sponsor signage and mobile app
- Listed as conference sponsor on all pre- and post- conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor
- Video played at the start of a keynote presentation
- Reserved table at the Awards Dinner
- Pre and/or post-conference (branded) email to ICHRIE Global Conference registrants/ attendees
- Post conference registration list provided
- Social Media (branded blast) for attending companies and organizations

FOUNTAIN SQUARE \$7,001 - \$10,000

- Logo on overall sponsor signage and mobile app
- Listed as conference sponsor on all pre- and post- conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor
- Pre- and/or post- conference (branded) email to ICHRIE conference attendees
- Social media (branded) blast for attending companies and organizations
- Post conference registration list provided

Would you like to exhibit in the
Education & Innovation Center?

JOIN US!

For more information, please
contact Mary Richards at
mrichards@chrie.org.

BEECH GROOVE \$5,001 - \$7,000

- Logo on overall sponsor signage and mobile app
- Listed as conference sponsor on all pre- and post-conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor
- Pre- and/or post- conference (branded) email to ICHRIE conference attendees
- Post conference registration list provided

FLETCHER PLACE \$3,001 - \$5000

- Logo on overall sponsor signage and mobile app
- Listed as conference sponsor on all pre- and post- conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor
- Post conference registration list provided

GARFIELD PARK \$1001-\$3,000

- Logo on overall sponsor signage and mobile app
- Listed as a conference sponsor on all pre- and post- conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor

BROAD RIPPLE VILLAGE \$500 - \$1,000

- Logo on overall sponsor signage and mobile app
- Listed as conference sponsor on all pre- and post- conference marketing
- Recognition verbally in general sessions and awards ceremony as sponsor

