



PASSPORT TO GLOBAL HOSPITALITY

INNOVATIVE PATHWAYS TO **EDUCATION**, **RESEARCH**,
SUSTAINABILITY & **TEACHING**

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



2200+

members worldwide



370

educational institutions globally



75+

years of service to hospitality and tourism educators



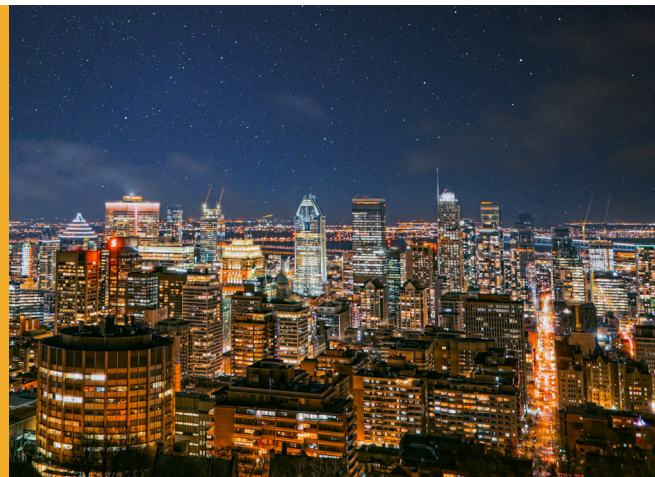
120,000

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 Montreal, Quebec



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 2024 ICHRIE Global Conference in Montreal, Quebec, Canada should be at the top of your list.



SPONSORSHIP OPPORTUNITIES

The future is bright at ICHRIE with hospitality and tourism educators who are passionate about teaching and research, students who are eager to learn and grow and an industry overflowing with innovation and opportunity.



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EXPLORE A WORLD OF OPPORTUNITY

EDUCATION AND INNOVATION CENTER

\$15,500

Back for 2024—the Education & Innovation Center (EIC)! Offering a 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

\$11,500 or 2 for \$7,250

The "wow factor" will be in affect again for 2024 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

\$10,500 SOLD

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

****NEW for 2024 **** On Thursday, 25th July, 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.

LUNCH RECEPTION (THURSDAY, 25 JULY)

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

Lunch is on you! Join everyone in the Education and Innovation Center for lunch and networking. Speak directly with attendees about your company/organization and make connections you can grow with.

CONFERENCE SIGNAGE

\$7,800

As the conference signage sponsor, we'll showcase your logo on all of the 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.

CONFERENCE BAG

\$7,250

Imagine your logo & the 2024 ICHRIE Conference logo on bags attendees will use during the meeting and beyond. Your company logo will be featured on the conference bags and showcased at the registration area where bags will be given out.

DEANS', DIRECTORS' & PROGRAMME LEADS SESSION

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

ONE STILL AVAILABLE

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—five (5) 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.

OPPORTUNITIES AROUND

CONFERENCE MOBILE APP

\$6,500

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.

ENTERTAINMENT FOR THE ICHRIE OPENING CELEBRATION

\$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 Montreal!

HOSPITALITY LOUNGE

\$4,500 SOLD

Speak with attendees throughout the conference in a new Hospitality Lounge designed for networking and research collaboration. Your logo will be showcased as the sponsor for this exciting addition to the program this year.

POSTER SESSIONS OR JOB POSTINGS

\$3000

Be part of our special concurrent poster presentation session on Friday, July 26th. You will receive prominent sponsor acknowledgement on signage at entrance of poster presentation area. Additional sponsor acknowledgement (with logo) will be seen on the mobile app, the conference website and the sponsor slide presentation played for all.

SOCIAL MEDIA (BRANDED) BLAST FOR ATTENDING COMPANIES/ORGANIZATIONS

\$2,500 (5 opportunities available)

Looking for a way to reach conference attendees before you get there? A social media blast through ICHRIE's Facebook, Instagram, Twitter and LinkedIn platforms will get you on their radar for the conference.**

**One topic of marketing will be used for all platforms. Sponsor is encouraged to design the media and supply ICHRIE with specific messaging and hashtags.

SCHOLARSHIPS FOR STUDENT REGISTRATIONS

\$2000 for Groups of 5 Scholarships

Sponsor a group of Montreal students who may not be able to attend due to funding. What better way to showcase what the ICHRIE community is all about than sponsoring registration for hospitality and tourism's up and coming. Scholarship information sent out will include the sponsor logo and URL link to additional information about their organization.

BRANDED BAG INSERTS*

\$750

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. **International shipping information available*

DIGITAL ADVERTISEMENT— ON-SITE

\$500

NEW for 2024 Post your institution/company's new innovation, announcement or promotion on our digital advertisement board. Advertisement will be posted in high traffic area and available for the full length of the conference.

DIGITAL JOB POSTING—ON-SITE

\$300

NEW for 2024 Is there a job posting at your college or institution you'd like to advertise to conference attendees? Reserve your spot today on our new digital job board. Posting will be rotating on a monitor near registration for the full length of the conference.

INTERESTED IN SPONSORING ONE OF ICHRIE'S PRESTIGIOUS AWARDS?

Contact us directly for all of your sponsorship questions!

Fran Brasseur at fbrasseur@chrie.org or
Amie Grayson at agrayson@chrie.org.

2024 ICHRIE ANNUAL CONFERENCE

ADDITIONAL VALUE INCLUDED IN SPONSORING

MOUNT ROYAL

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

NOTRE-DAME BASILICA

\$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
- Company/Institution Spotlight email to attendees
- 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 or Amie Grayson at agrayson@chrie.org.

OLD MONTREAL

\$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

OLYMPIC PARK

\$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

RUE ST. PAUL

\$1001-\$3,000

- 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

BELL CENTRE

\$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