The Emirates Academy of Hospitality Management (EAHM) is extremely proud to be hosting the 32nd EuroCHRIE Conference. This Conference will be held from 6th - 9th October 2014 and will be the second time that EAHM is hosting this prestigious conference. Hence, we are confident of attracting a large number of delegates from both the industry and education institutes across the globe and are delighted to invite you to participate in the sponsorship of this conference.

The 32nd EuroCHRIE Conference theme – ‘Hospitality and Tourism Futures’ will provide a forum for the exchange of ideas, best practice, research and scholarship in Hospitality, Tourism, Events Management and Education. The 2014 EuroCHRIE Conference intends to bring together international educators and industry practitioners in order to raise awareness of current issues in education and industry, and to showcase best practice.

This international conference is attended by a diverse range of professionals, including senior policy makers, administrators and leading researchers from government and non-government organisations that cover portfolios of hospitality, tourism, leisure, and events. The conference will also attract a wide range of researchers and industry leaders from the region.
There are five main sponsorship opportunities for your consideration that include:

- **Platinum Sponsorship (USD 15,000)**
- **Gold Sponsorship (USD 10,000)**
- **Silver Sponsorship (USD 5,000)**
- **Bronze Sponsorship (USD 2,500)**
- **Goods and Services Sponsorship**

Irrespective of the level of sponsorship you decide would best suit your marketing objectives, be assured that the conference presents a highly cost effective promotional medium to directly engage with an exclusive audience of more than 500 leading tourism and hospitality educators and industry professionals.

Sponsors will have the opportunity to increase brand awareness with key industry decision makers; rekindle and build new business relationships and interact with industry leaders and researchers.

The 32nd EuroCHRIE Conference will be widely promoted throughout Europe, The Middle East, Australia, North America, Oceania, and Asia.

The following proposal outlines the sponsorship opportunity information. It includes the sponsorship packages available, important dates for noting, and terms and conditions of sponsorship.

For further information on the sponsorship packages offered, or on the conference, please contact the
Sponsorships and Exhibitions Chair,
Ms Marianne Saulwick [Mobile: +971 555 009 552]  
(Marianne.Saulwick@emiratesacademy.edu)
SPONSORSHIP PACKAGES

PLATINUM SPONSORSHIP – USD 15,000

EXCLUSIVE BENEFITS TO A PLATINUM SPONSOR:
Platinum sponsors will be invited to give a 10 minute presentation at the commencement of the Tuesday night dinner. The Platinum sponsors will be able to display their products and product information and to talk to delegates before and after the presentation of formal conference papers. Outside of the conference proceedings, Platinum Sponsors will be able to organise demonstrations, meetings and receptions to selected conference delegates.

In addition to this unique offering Platinum Sponsors will also benefit from:

- Table Top Display Space with two skirted trestle tables
- Recognition at the conference by display of organisation’s logo on a sponsors recognition board
- Acknowledgement in the Conference Programme Handbook
- Acknowledgement on official Conference Web site with Logo and hyper-link to organisation’s site.
- List of all registered delegates and mailing addresses in excel format (subject to Privacy Act)
- ONE A4 Insert in Conference Satchel (material to be supplied by your organisation)
- Recognition in Session Rooms by display of logo on a looped power point slide prior to and between the commencement of sessions
- FOUR Complimentary Full Registrations to the Conference including the Welcome Reception and Gala Dinner
- Acknowledgement at Official Opening as Platinum Sponsor
- Company signage in the main conference room (to be free standing and supplied by sponsoring company).
- 1 page advertisement in the Conference Programme Handbook
- Other conditions to be negotiated.
GOLD SPONSORSHIP - USD 10,000

EXCLUSIVE BENEFITS TO A GOLD SPONSOR:
The Gold Sponsor will be able to display their products and product information and
to talk to delegates before and after the presentation of formal conference papers.
Outside of the conference proceedings, Gold Sponsors will be able to use their
venues to organise demonstrations, meetings and receptions to selected conference
deleagtes.

In addition to this exclusive offer Gold Sponsors will also benefit from:

- Table Top Display Space with one skirted trestle table
- Recognition at the conference by display of organisation’s logo on a sponsors
  recognition board
- Acknowledgement in the Conference Programme Handbook
- Acknowledgement on official Conference Web site with Logo and hyper-link to
  organisation’s site.
- ONE A4 Insert in Conference Satchel (material to be supplied by your
  organisation)
- Recognition in Session Rooms by display of logo on a looped power point
  slide prior to and between the commencement of sessions
- THREE Complimentary Full Registrations to the Conference including the
  Welcome Reception and Gala Dinner
- ½ page advertisement in the Conference Programme Handbook

SILVER SPONSORSHIP - USD 5,000

EXCLUSIVE BENEFITS TO A SILVER SPONSOR:

- Table Top Display Space with one skirted trestle table
- Recognition at the conference by display of organisation’s logo on a sponsors
  recognition board
- Acknowledgement in the Conference Programme Handbook
- Acknowledgement on official Conference Web site with Logo and hyper-link to
  organisation’s site.
- ONE A4 Insert in Conference Satchel (material to be supplied by your
  organisation)
- Recognition in Session Rooms by display of logo on a looped power point
  slide prior to and between the commencement of sessions
- TWO Complimentary Full Registration to the Conference including the
  Welcome Reception and Gala Dinner
- ¼ page advertisement in the Conference Programme Handbook
BRONZE SPONSORSHIP - USD 2,500

EXCLUSIVE BENEFITS TO A BRONZE SPONSOR:

- Table Top Display Space with one skirted trestle table
- Recognition at the conference by display of organisation’s logo on a sponsors recognition board
- Acknowledgement in the Conference Programme Handbook
- Acknowledgement on official Conference Web site with Logo and hyper-link to organisation’s site.
- ONE A4 Insert in Conference Satchel (material to be supplied by your organisation)
- Recognition in Session Rooms by display of logo on a looped power point slide prior to and between the commencement of sessions
- ONE Complimentary Full Registration to the Conference including the Welcome Reception and Gala Dinner

GOODS AND SERVICES SPONSORS

Opportunities exist to provide goods or services during the conference so as to gain high profile recognition and association by the conference delegates. Depending on the monetary equivalent of the sponsorship, sponsors will be categorised into the Platinum, Gold, Silver and Bronze level of sponsorship and receive the corresponding benefits.
PRELIMINARY CONFERENCE PROGRAMME

Trade Booth Exhibitions throughout the day from Tuesday 6th to 9th October 2014

Monday 6 October
12:00pm – 4:00pm  EuroCHRIE Board Meeting (By invitation only)
6:30pm – 8:00pm  Welcome Reception

Tuesday 7 October
9:00am - 12:00pm  Welcome Address and Opening Keynotes
12:00pm - 1:30pm  Networking Lunch
2:00pm - 3:00pm  Triple Track Conference Paper Presentations based on Themes 1 – 3
3:00pm – 3:30pm  Afternoon Break
3:30pm – 4:30pm  Triple Track Conference Paper Presentations based on Themes 1 – 3
5:00pm till late  Surprise Evening

Wednesday 8 October
10:00am - 12:00pm  Keynote address on Themes 4 - 6
12:00pm - 2:00pm  Lunch & Annual AGM
2:00pm - 3:30pm  Triple Track Conference Paper Presentations based on Themes 4 – 6
3:30pm – 4:00pm  Afternoon Tea Break
4:00pm - 5:30pm  Triple Track Conference Paper Presentations based on Themes 4 – 6
6:30pm – till late  Networking Reception followed by Gala Dinner

Thursday 9 October
10:00am - 12:30pm  Triple Track Conference Paper Presentations
Poster Presentations for Themes 1 - 6
12:30pm - 2:00pm  Networking Lunch
2:00pm - 3:30pm  Triple Track Conference Paper Presentations
Poster Presentations for Themes 1 – 6
3:30pm – 4:00pm  Afternoon Tea Break
4:00pm - 5:30pm  Triple Track Conference Paper Presentations
Poster Presentations for Themes 1 – 6
5:30pm  Close of EuroCHRIE Dubai 2014 & Dinner at own leisure

Optional Courses to be held at EAHM
(Separate registration is necessary and additional fees may apply)
5 – 6 Oct 2014 (9am – 5pm)
“Train the Trainer” session for the “Certification in Hotel Industry Analytics”, jointly offered by ICHRIE, American Hotel and Lodging Educational Institute, and the STR SHARE Center
8 Oct 2014 (2pm – 6pm)
Hotel Business Acumen Instructor Certification [Powered by RED Global]
10 – 12 Oct 2014 (9am – 6pm)
Certified Hospitality Educator (CHE) Course
**SPONSORSHIP CONFIRMATION FORM**

Please email, fax or post this form to:

Ms Marianne Saulwick [Mobile: +971 50 553 7140]
EuroCHRIE Dubai 2014
The Emirates Academy of Hospitality Management, PO Box 29662, Dubai UAE
Fax: +971 4 315 5556 E-mail: Marianne.Saulwick@emiratesacademy.edu

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<tr>
<th>Sponsor/Exhibitor's Company Name:</th>
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### Sponsorship Packages & Payment Details

(Note: Sponsorship payments once received are non-refundable.)

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<td>Bronze Sponsorship</td>
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☐ Please forward an invoice to facilitate payment.

☐ Please charge USD _________________ to the following credit card:

☐ MasterCard   ☐ Visa   ☐ Amex

Card Number:

Expiry Date:

Cardholders Name:

Signature:

Name: _______________________________________

Position: ____________________________________

Organisation: __________________________________

Signed: ______________________________________