



HBI

Hotel Brokers International ALLIED INDUSTRY SERVICES

Hotel Brokers International, founded in 1959, is a professional network of real estate brokers who specialize in the sale of hospitality investment assets. HBI brokers have successfully negotiated more than 10,000 hotel transactions and most recently have accounted for 48 percent of all mid-market and economy hotel sales in the United States.

The HBI website—hbihotels.com—attracts more than 55,000 monthly site visitors and the listing database contains more than 175 hotels for sale. HBI, also, boasts an e-blast distribution list of 10,000+ opt-in readers.

We are excited to announce the launch of the HBI Allied Industry Services Program designed to help our hospitality industry partners identify prospects and target market more efficiently! Key marketing elements of the program include:

Affiliate Membership: Open to professionals in allied hospitality industry fields, including hotel suppliers, franchisors, lenders, appraisers and investment service providers. HBI provides Affiliate Members the platform and audience to promote their services through our network system of brokers and their investors. Affiliate Members are extended significant discounts on fee-based marketing services.

e-Listing Advertising: Advertisement placement in e-mail messages sent to the 10,000+ industry contacts who have joined the HBIhotels.com online distribution list to receive hotel listing promotions.

Meeting Sponsor: For Broker and Affiliate Member attendance only, the HBI Annual Meeting offers a unique opportunity to discuss and share ideas, solutions and strategies to help members focus on being successful in today's environment.

Webcast Sponsor: The HBI webcasting conference series – Hotel Investor's Marketplace offers viewers from around the world the opportunity to preview the most current information on hotels listed for sale as well as obtain pertinent, timely information on key industry topics such as franchising, lending, valuation, and industry performance.

HBI marketing services are perfect for sales prospecting, reaching active hotel buyers, gaining market recognition, driving potential customers to your Website, and building relationships with HBI brokers and their clients.

Start today uncovering the partnership to grow your business and start gaining exposure!

Reach opt-in list of
10,000+ hotel owners
and hospitality industry
decision-makers for
pennies per email

NEW

Hotel Brokers International
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Suite 111
Kansas City, MO 64118 USA
www.hbihotels.com

P +1.816.505.4315

F +1.816.505.4319

E info@hbihotels.com

Affiliate Membership Benefits

As an HBI Affiliate Member, you are positioned in the center of the most comprehensive brokerage network in the industry, giving you the opportunity to increase market exposure and network with HBI brokers and investors as well as receive deep discounts on additional marketing services. Affiliate Membership benefits include:

- One complimentary registration to attend the HBI Annual Meeting plus opportunity to purchase additional company registrations at a discount rate (*HBI Annual Meeting attendance is by invitation only*)
- Opportunity to serve as speaker/panel member for educational sessions
- Invitation to facilitate industry related round table discussion
- Opportunity to network with HBI brokers and investors
- Assistance in distributing and promoting services to HBI brokers
- Recognition as an Affiliate Member in HBI promotional materials
- Listing with logo on HBI website (*site attracts more than 55,000 visits each month*)
- Listing with corporate logo in HBI Affiliate Membership Directory (*included in HBI marketing materials; distributed at HBI industry conference/tradeshows exhibits*)
- Receive discount pricing on e-Listing Advertising Program

Affiliate Member Dues – \$2,500/year

NEW

e-Listing Advertising Benefits

The ideal opportunity to deliver your marketing message is when your target audience is actively seeking information. Nearly daily, HBI sends email promotions to our distribution list of 10,000+ opt-in readers. These hospitality industry readers are seeking hotel investment opportunity information as well as other hotel related products and services such as supplies, funding, re-branding, valuation, etc. The e-Listing Advertising Program provides:



- Ad placement in widely read and requested hotels-for-sale email alert reaching hotel owners and decision-makers
- Delivered to the in-box of hotel real estate industry opt-in audience of 10,000+
- Active Web link to drive readers to your corporate website
- Additional 20% discount on 2nd+ advertisement placements purchased as a package
- Exclusive ad placement—limit one advertisement per hotel listing email promotion
- Full-color, vertical advertisement (175 pixels x 500 pixels)

e-Listing Advertising Fees* – \$950 net/placement
(discounted to \$600 net for HBI Affiliate Members)

*Advertiser acceptance is at the discretion of the HBI Staff and Board of Directors. Due to confidential nature of HBI marketing, the HBI leadership may not accept all advertisers. To encourage active click through rate, advertisers may wish to consider making an incentive offer.

Contact HBI (816.505.4315 or info@hbihotels.com) to create a customized package, tailored to fit your marketing goals.



Meeting Sponsor

The HBI Annual Meeting is an exclusive opportunity for Broker and Affiliate members to learn, engage and connect. The program content is designed to provide member attendees usable insight into the trends affecting the hotel real estate industry as well as provide valuable actionable information on topics geared toward hotel transaction, financing, and branding. Meeting Sponsors benefit from the unique marketing, networking and educational opportunities offered by the meeting, including:

- Sponsor of HBI Annual Meeting event
- Receive one complimentary registration to attend meeting
- Opportunity to serve as speaker/panel member for educational session
- Recognition as sponsor in promotional and registration materials
- Logo placement on event signage and agenda
- Display table inside the meeting room

Meeting Sponsor – \$5,000

(discounted to \$3,500 for HBI Affiliate Members)

Webcast Sponsor

Produced quarterly, the HBI Hotel Investor's Marketplace Webcasts are designed to connect active hotel investors, brokers, and industry service suppliers and present relevant topics to the current events in hotel real estate and hotel operations. The live Webcast presentations are recorded and made available for on-demand viewing at the HBI website, <http://hbihotels.com/marketplace.php>.

- Sponsor of Hotel Investor's Marketplace Webcast event(s)
- Opportunity to make a presentation to audience of investors
- Recognition of sponsorship during each Webcast event
- Logo placement on Marketplace Webcast visuals
- Access to Webcast attendee list
- Live events recorded and available at hbihotels.com for on-demand viewing
- Opportunity to poll the Webcast audience
- Active logo links on the Hotel Investor's Marketplace Webpage
- Opportunity to place ad (175 pixels x 500 pixels) in event email promotion
- Recognition in event advertising emailed to more than 10,000 opt-in recipients worldwide



Webcast Sponsor – \$3,000/event

(discounted to \$2,500/event for HBI Affiliate Members)

Contact HBI (816.505.4315 or info@hbihotels.com) to create a customized package, tailored to fit your marketing goals.





HBI ALLIED INDUSTRY SERVICES

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Website _____

Contact Name/Title _____

Direct Line _____ Email _____

MARKETING OPPORTUNITIES

Affiliate Membership – \$2,500/year \$ _____

Through affiliation with HBI, industry suppliers and service providers receive marketing support. Membership includes one complimentary registration to attend the by-invitation-only HBI Annual Meeting.

e-Listing Advertising – \$950 net/placement (HBI Affiliate Member: \$600 net) **x _____ Ads =** \$ _____

Advertisement placement in hotel listing promotion emailed to HBI distribution list of 10,000+ opt-in hotel investors and industry decision-makers. Ad parameters: full-color, vertical ad (175 pixels x 500 pixels), JPG format, with active link to Web link of your choice. 20% Discount available for purchase of multiple ad package. Additional discount extended to HBI Affiliate Members.

Meeting Sponsor – \$5,000 (HBI Affiliate Member: \$3,500) \$ _____

Sponsor of the HBI Annual Meeting will receive one complimentary registration to attend the meeting. Sponsors are also provided the opportunity to serve on the program and receive recognition in promotional materials, signage and event program.

Webcast Sponsor – \$3,000/event (HBI Affiliate Member: \$2,500/event) **x _____ Webcasts =** \$ _____

HBI's Hotel Investor's Marketplace Webcasts are produced quarterly and reach hotel real estate investors worldwide. Webcast Sponsors are provided the opportunity to make a presentation to an audience of investors and receive sponsor recognition in promotional materials, logo placement on Webcast visuals and access to the attendee list.

Total \$ _____

PAYMENT METHOD U.S. Funds Only

AmEx MasterCard Visa Check *(payable to Hotel Brokers International)*

Card# _____ Exp. Date _____

Printed Name _____ Signature _____

Payment in full is required prior to delivery of products and services. Acceptance to participate in the HBI Allied Services Program is at the discretion of the HBI Staff and Board of Directors. Due to confidential nature of HBI marketing, the HBI leadership may not accept all applicants.

REMIT PAYMENT TO

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FOR MORE INFORMATION, CONTACT

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