

Advertiser's Information

Advertiser (company name): _____

Contact: _____ Title: _____

Address: _____

City: _____ State/Province/Country: _____ ZIP/Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

Agency (if applicable): _____

Contact: _____

Address: _____

City: _____ State/Province/Country: _____ ZIP/Postal Code: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Selection (Include size, placement and color specifications; Pricing and descriptions are on page 2):

- HITEC Floor Map ad (business card size ad)
- HITEC Special Report Exclusive Advertiser
- HITEC Web Site Button Ad: Pre-show (Jan – Jun) 1x 3x 6x Post-show (Jul – Dec) 1x 3x 6x
- HITEC Mobile Experience ad Product category choice 1: _____ Product category choice 2: _____

Advertiser's Authorized Signature: _____ Date: _____

Payment (Please make a copy and save it in your files)

TOTAL: \$ _____ (Pricing on page 2)

Please charge my:

- MasterCard VISA American Express

No.: _____ Exp.: _____

Name: _____

Signature: _____

Contract

Please complete and sign this contract and return to HFTP. Retain a copy for your files.

HFTP • Attn: Déjà Joli Waymer
By Mail: 11709 Boulder Ln, Ste 110; Austin, TX 78726
By E-mail: deja.waymer@hftp.org
By Fax: +1 (512) 220-4075

Contact

Advertising reservations, contracts and payments:

Déjà Joli Waymer • HFTP Director of Exhibits
Phone: +1 (512) 220-4042 or (800) 646-4387
E-mail: deja.waymer@hftp.org

Production and advertising materials:

Eliza Selig • HFTP Director of Communications
Phone: +1 (512) 220-4026 or (800) 646-4387
E-mail: eliza.selig@hftp.org

DEADLINES

The following pertain to the Special Report, Floor Map and the HITEC Mobile Experience

Contract — May 9, 2016

Materials and Payment — May 16, 2016

For HITEC web site banner ads, please deliver the ad material 48 hours before the ad is scheduled to run.

Advertising Material Delivery: Advertising materials should be sent to eliza.selig@hftp.org. Please limit files sent by e-mail to under 5 MB. Contact HFTP's production department at eliza.selig@hftp.org for instructions on how to upload files to HFTP's FTP site.

HFTP USE ONLY

Date Received _____

Check # _____ Amount \$ _____

CC Auth # _____ Payer P Co

HITEC 2016 Advertising Pricing

HITEC Floor Map, HITEC Web Site and Mobile Experience, and Special Report

Exclusive Advertising Opportunity

HITEC Special Report..... \$10,000

The HITEC Special Report is produced each year in conjunction with HITEC and features the current year trends in hospitality technology. This publication is distributed in the attendee conference tote bags, as well as online through numerous outlets.

Advertiser receives:

- Back cover ad and two-page interior ad spread
- Company logo on the front cover of the Special Report
- Two-page advertorial feature

HITEC Printed Floor Plan Map/Schedule..... \$2,500

Bring attendees to your booth by advertising in this NEW on-site publication. Participating advertisers will receive a business card size ad (4.25" x 2.5"), and highlighted company name, booth number and booth location on the map. Maps will be inserted in each attendee tote bag.

HITEC Mobile Experience \$500 per ad

This high-profile opportunity includes one banner placement in the HITEC mobile site under the product category of your choice.

- 600 x 175 pixels

Product category selection will be on a first-come, first-served basis, with a limit of two ad placements per category.

HITEC web site: www.hitec.org

Place your ad on each page of the HITEC web site, which receives on average over 100,000 page visits a month.

Pre-show (Jan – Jun)

- 1x – \$1,250
- 3x – \$1,050/mo
- 6x – \$875/mo

Post-show (Jul – Dec)

- 1x – \$875
- 3x – \$675/mo
- 6x – \$450/mo

TAKE ADVANTAGE OF THESE ADVERTISING OPPORTUNITIES!

Call (800) 646-4387 or +1 (512) 220-4023 or e-mail exhibit@hftp.org to check for availability or reserve space.
Don't delay — take advantage of this opportunity before your competitors do!

HITEC 2016 Advertising Specifications

HITEC Floor Map, HITEC Web Site and Mobile Experience, and Special Report

Special Report Specifications

| | |
|--|----------------------------------|
| Trim size — 8 ³ / ₈ " x 10 ⁷ / ₈ " | Binding — Perfect Bind |
| Live area — 7 ¹ / ₂ " x 9 ³ / ₄ " | |
| Bleed size — 8 ⁵ / ₈ " x 11 ¹ / ₈ " | |

Special Report Ad Specifications

Full page bleed — 8 ⁵/₈" x 11 ¹/₈"

Full page — 7 ¹/₂" x 9 ³/₄"

Printed Floor Map Ad Specifications

Business card size ad — 4.25" x 2.5"

File types accepted for print material: High-resolution Adobe PDFs are preferred. Other electronic file formats accepted include: Photoshop (flattened), EPS, TIF and InDesign.

Banner Ads Specifications

HITEC.org Banner — 280 x 140 pixels

HITEC Mobile Experience Banner — 600 x 175 pixels

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Payment

All rates are net. Payment is due within 30 days of invoice date. Advertisers who cancel after the closing date will be liable for payment in full. Advertisers under contract are protected at current rates until termination of existing contract. Frequency discounts are valid for advertising which runs within a 12-month period, based on the date of first advertising placement. If advertiser does not complete the contract within a 12-month period, advertising will be back-billed at the one-time rate.

Bleed

Accepted at no additional cost, black-and-white or color. If providing an ad that bleeds please make sure that you follow the specs for a Bleed ad, which extends 1/8" off of the trim size in each direction.

Special Inserts, Cards

Contact publisher for availability, costs and specifications.

Cancellations

Cancellations will not be accepted after closing date (see closing dates listed below). Advertisers who cancel after the closing date will be liable for payment in full. For advertisers receiving multiple frequency discounts, cancelled ads must be re-booked on cancellation and run within 12 months of the first ad in the contract. Advertisers who do not fulfill their contracts will be back-billed at the one-time rate.

Material Accepted

Publisher reserves the right to reject any advertising deemed unsuitable. Prepress proofs are not available. High-resolution Adobe PDFs are preferred. Other electronic file formats accepted include: Photoshop (flattened), EPS, TIF and InDesign.

Production Charges

Any artwork done by publisher, e.g., typesetting, rebuilding, strip-ins, will be billed at prevailing rates to the advertiser as production charges.

Contract Regulations

Publisher reserves the right to reject any advertising deemed unsuitable. Publisher must be given written notice to cancel any contract.

Send Advertising Material to:

Hospitality Financial and Technology Professionals • Attn: Production Department
11709 Boulder Ln, Ste 110 • Austin, TX 78726-1832 USA
+1 (512) 220-4026 • Fax +1 (512) 249-1533 • E-mail: eliza.selig@hftp.org*

FTP Upload: Contact the HFTP Publications Department for instructions on uploading your ad to the HFTP FTP site.

*Files larger than 5 MB will not be accepted by e-mail.