

Commercial Strategy

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Strategy



HSMAI AMERICAS ENGAGEMENT OPPORTUNITIES

2026 Partnership Prospectus

2026

Helping our partners achieve their goals by creating
meaningful ways to engage with influential audiences
across the hospitality industry's commercial sector

Use this menu to explore the full range of sponsorship, membership, and engagement opportunities with HSMAI. Each option offers strategic access to hospitality's leading commercial professionals.

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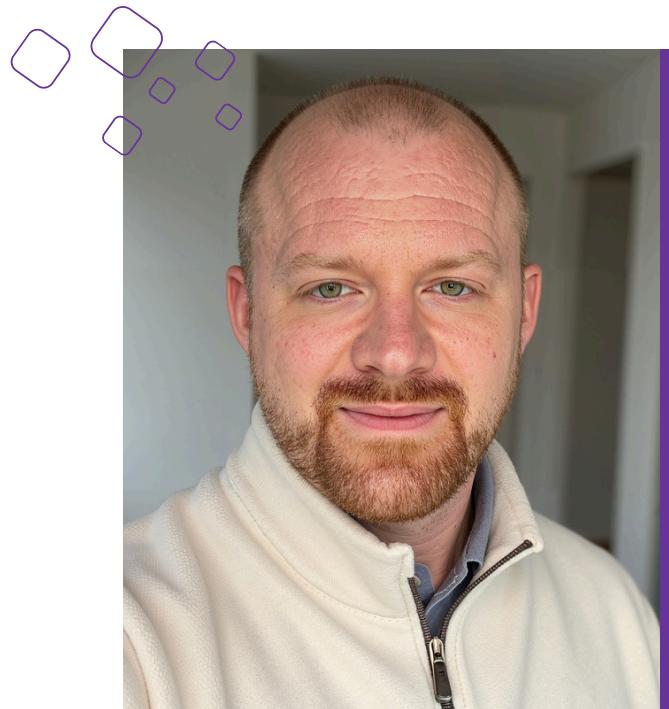
2026 PARTNERSHIP PROSPECTUS

Partnership Engagement Overview

Partnering with HSMAI Americas is a collaboration focused on helping our partners achieve their goals by creating meaningful ways to engage with influential audiences across the hospitality industry's commercial sector. From large-scale industry events to more intimate executive forums and content-driven partnerships, our work together creates thoughtful opportunities to connect with professionals in hospitality commercial disciplines.

Our partnerships give you a presence where it matters most - whether in front of commercial leaders at our annual **HSMAI Commercial Strategy Conference**, at the iconic **Adrian Awards Celebration, the Top 25 Extraordinary Minds Reception**, or in more focused, high-touch settings like our **Executive Roundtable** series. We also offer opportunities to connect with HSMAI's highly engaged member community through a range of content and/or advertising-driven initiatives—including dedicated e-blasts, thought leadership placements in our weekly *Insights* newsletter, and co-branded content pieces—designed to meet different levels of exposure and strategic focus.

At HSMAI Americas, we value our partnerships as *true collaborations*. These relationships are essential to our shared successes and play a vital role in **creating shared value, driving meaningful impact, and elevating the hospitality industry as a whole, together.**



Mat Havrilla
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ABOUT US

The Hospitality Sales and Marketing Association International (HSMAI) is a global organization committed to fueling sales, inspiring marketing, optimizing revenue, and maximizing distribution for hotels and their partners in the hospitality industry. Our mission is to advance the growth and performance of the commercial disciplines within hospitality through education, insights, and community.

We serve a diverse membership of professionals working across hotel brands, management companies, ownership groups, independent hotels and resorts, academic institutions, and partner organizations. These individuals are responsible for commercial strategy, training, and talent development across sales, marketing, revenue optimization, and distribution.

At HSMAI, we focus on driving performance through innovative learning opportunities, meaningful member engagement, and peer-to-peer connections that build community and spark professional growth.

We are a growing and vibrant global association with more than 3,000 members in the Americas, including decision-makers who are shaping the future of hospitality.



100 %

100% of the top 10 hotel brands are represented in our membership

66 %

66% of Americas members are from hotels and other associate organizations, 24% are with partner companies and 10% are primarily students and faculty

5,000

Over 5,000 members across the globe at nearly 35 chapters or regions



HSMAI ORGANIZATIONAL MEMBERSHIP

HSMAI's Organizational Membership provides companies with a path to deliver professional development, community connection, and industry insights to their commercial team. With access for multiple individuals across disciplines and locations, this membership model ensures your team stays aligned with the latest trends and tools in hospitality sales, marketing, revenue optimization, and distribution.

HSMAI Organizational Membership is designed to deliver lasting value across your entire commercial team. Members enjoy a seat at the table through participation in Curate – HSMAI's executive-level forums that shape the direction of the industry's most pressing conversations. Articles from our Org Members can be considered for the *Insights* newsletters, and your company is recognized in a variety of places as a leader in advancing the commercial disciplines across the global hospitality landscape.

Your executives will gain access to exclusive learning and peer-exchange opportunities through Curate, while your broader team benefits from individual memberships, discounted access to industry events, discounted publications and certifications, and receipt of our curated *Executive Insights* newsletter, which delivers relevant content monthly to all of your members.



Unique logins for 10 - 100 team members under one membership



Invitation(s) to Curate: A Commercial Futures Forum



Company recognition on website and collateral



Weekly *Insights* newsletter and monthly *Executive Insights* Newsletter



**BENEFITS OF ENGAGING**

Align your brand with the leading global organization advancing commercial strategy in hospitality. Membership offers unparalleled access to a highly engaged audience of professionals in sales, marketing, revenue optimization, and distribution - decision-makers who are shaping the future of the industry. Be a member of HSMAI to gain meaningful visibility, demonstrate thought leadership, and build lasting relationships within a powerful and continually growing professional community.

**INCREASED BRAND AWARENESS**

Benefit from HSMAI's year-round marketing and promotional efforts designed to elevate our partners. Your brand will be featured across a variety of channels— including the HSMAI website, newsletters, digital campaigns, and member communications—ensuring consistent visibility among a targeted audience of hospitality sales, marketing, revenue optimization, and distribution professionals around the globe.

**EXCLUSIVE ACCESS TO DECISION MAKERS**

Take advantage of the opportunity to engage directly with HSMAI's global community of sales, marketing, revenue optimization, and distribution professionals. Through sponsored content, thought leadership, member programs, and curated networking opportunities, you'll build meaningful relationships with the decision-makers driving commercial strategy in hospitality—and gain valuable insight into their evolving needs and priorities.

**THOUGHT LEADERSHIP POSITIONING**

Position your brand as a trusted expert by sharing insights and innovations with HSMAI's global network of hospitality professionals. Through sponsored content, speaking opportunities, collaborative research, and participation in member programs, you'll demonstrate your expertise to an audience of sales, marketing, revenue, and distribution leaders—establishing your company as a go-to resource shaping the future of commercial strategy in hospitality.

Organizational Memberships - PARTNERS

All Organizational Membership members receive the monthly HSMAI *Executive Insights* eNewsletter, weekly hospitality HSMAI *Insights* eNewsletter, discounts on events, publications, certifications, and more!

	Partner - Diamond	Partner - Emerald	Partner - Sapphire	Partner - Ruby
Americas Board of Directors	1 seat	n/a	n/a	n/a
Americas Sales Advisory Board	1 seat		n/a	n/a
Americas Marketing Advisory Board	1 seat	1 - seat	n/a	n/a
Americas Revenue Management Advisory Board	1 seat		n/a	n/a
Recognition as an HSMAI Advocate & Thought Leader	Throughout 2026	Throughout 2026	Throughout 2026	Throughout 2026
Invitation to every Curate: A Commercial Futures Forum (<i>exclusive event for HSMAI Organizational Members</i>)	4 seats	3 seats	2 seats	1 seat
HSMAI Americas Memberships (<i>additional members: \$350</i>)	100	50 *	25 **	10 ***
Complimentary HSMAI Leadership Conference Registration and special recognition as a partner <i>March 17-18, 2026 in Los Angeles, California</i>	2	1	Special recognition only	Special recognition only
Complimentary Certifications for Qualified Candidates (<i>CRME, CHDM or CHSL</i>)	4	3	2	1
Articles and/or pieces of educational content included in the weekly HSMAI Insights Newsletter	6	4	3	2
Spotlight item in the weekly HSMAI Insights Newsletter	1	n/a	n/a	n/a
Annual Investment	\$46,500	\$36,500	\$26,500	\$16,500

- * 50 memberships included at this level; up to an additional 25 memberships at \$350 discounted rate
- ** 25 memberships included at this level; up to an additional 10 memberships at \$350 discounted rate
- *** 10 memberships included at this level; up to an additional 5 memberships at \$350 discounted rate

Global Organizational Memberships for PARTNERS

HSMAI's Global Regions:

- Americas
- Asia-Pacific
- Europe
- Middle East and Africa

Benefits:

- ✓ Provide one membership roster.
- ✓ Pay one invoice.
- ✓ Work directly with HSMAI HQ office on roster changes and updates.
- ✓ Work directly with each region to make sure you and your members are accessing of all available benefits.
- ✓ Should you have interest in multi-region participation, contact us for options.

Investment

\$39,000

Additional Membership Options - PARTNERS

Individual Membership: PARTNERS

- One or more members in any location, worldwide (excluding Europe).
- Standard member rate (\$415 per member).
- Discounts on certifications, publications, events, and more throughout the year.
- Opportunity to select one primary chapter, but access to all chapters worldwide.
- Access to member database online.
- Access to past articles and information online.

Corporate Group Membership: PARTNERS

- 10 or more members in any location(s), worldwide.
- Corporate contact provides one roster, HSMAI provides one invoice.
- All members are on the same membership cycle (12 months).
- Discounted rate for all members (\$385 per member).
- All benefits of Individual membership.
- Changes, updates, and additions can be made to the roster throughout the membership cycle.
- Rosters can be requested at any time.
- Makes renewal budgeting and process more consistent.

Adrian Awards Celebration

The **HSMAI Adrian Awards** is the premier global competition honoring excellence in hospitality, travel, and tourism marketing. With a legacy of celebrating creativity and innovation, the competition draws submissions from top hotel companies, destination marketing organizations, and agencies each year committed to advancing the craft of travel storytelling.

Open to hotels, DMOs, and other travel marketing organizations across the industry, the Adrian Awards competition sets the standard for best practices in strategy, content, and impact. Applicants submit their most compelling work—campaigns that have captivated guests, moved travelers, or raised the bar on performance—for judging by a panel of industry experts.

Winners are recognized at the **Adrian Awards Celebration**, an annual event that brings together over **500 key industry influencers in marketing** including, senior hospitality and travel marketing executives, creative agencies, media partners, and global brands. The celebration offers unmatched visibility and connection with leaders driving the future of hospitality marketing.



For partners, the Adrian Awards presents a powerful opportunity to align with the best in the business—championing innovation while gaining exposure to a high-value audience of decision-makers and creatives at the forefront of the industry.



2026 ADRIAN AWARD PARTNERSHIP OPPORTUNITIES

Best of Show Award Co-Presenter

\$20K | Exclusive Position

Position your brand at the center of one of the evening's most celebrated moments as a **co-presenter of the Best of Show Award**—the Adrian Awards Celebration's top honor. This opportunity places you in the spotlight, creating meaningful connections with hospitality leaders and peers, and ensures your presence is felt during the night's defining moment alongside the leaders setting the standard in hospitality marketing.

Partner Benefits Include:

- Share 2–3 minutes on stage as co-presenter of the Best of Show Award, showcasing your brand during one of the evening's highlight moments (*exact format to be confirmed with HSMAI*)
- Logo recognition and branding on Adrian Awards Celebration marketing. Including website, pre and post event marketing communications, social posts, and press release (*name recognition only for press releases*)
- Logo recognition on screen throughout the evening
- Full-page advertisement in the Celebration program ([2026 Ad Specs](#))
- Company logo and description in the Celebration program (*150 words*)
- Opportunity for 30-second video to be played on the main stage screens during the Celebration
- Logo recognition on signage throughout the celebration
- Premium table/seating placement (*if applicable*)

Leave your mark at the Adrian Awards Celebration with a Signature Partnership—an opportunity to showcase your brand in a way that is distinctly yours. Select one of five custom activations to create a signature moment that captivates the audience and leaves a lasting impression. Along with your customized experience, you'll also have access to many other benefits, including on-stage video recognition and prominent program placement, ensuring your brand is celebrated throughout the evening and remembered long after the celebration concludes.

Partner Benefits Include:

- Logo recognition and branding on Adrian Awards Celebration marketing. Including website, pre and post event marketing communications, social posts, and press release (*name recognition only for press releases*)
- Logo recognition on screen throughout the evening
- Full-page advertisement in the Celebration program (*2026 Ad Specs*)
- Company logo and description in the Celebration program (*100 words*)
- Opportunity for 30-second video to be played on the main stage screens during the Celebration
- Logo recognition on signage throughout the celebration
- Premium table/seating placement (*if applicable*)
- Choice of **one** (1) custom partner experience from the options outlined below

Custom Signature Partner Experiences

Custom Signature Experience Option 1: Reception Partner

- ✓ Custom cocktail napkins featuring your logo and/or messaging
- ✓ Custom stir sticks
- ✓ 1 signature cocktail or mocktail
- ✓ Branded signage at bars

Custom Signature Experience Option 2: Red Carpet Partner

- ✓ Custom logo branded signage at the registration desk
- ✓ Opportunity for a company representative to be at the registration desk to welcome guests
- ✓ Premier logo positioning on the red-carpet step-and-repeat

Custom Signature Experience 3: Dessert Partner

- ✓ Custom Logo featured in dessert display during reception
- ✓ Logo Branded signage at the dessert display during the reception

Custom Signature Experience 4: Premier Table Branding

- ✓ Logo on wine chiller at each attendee table
- ✓ Logo integrated into table-top design
- ✓ Logo branded signage on each attendee table

Custom Signature Experience Option 5: Foundation Silent Auction Co-host

- ✓ Logo branded recognition at table/locations with QR code for bidding
- ✓ Premier in app positioning as auction co-host

Supporter Partnership

\$4K | Limited Availability

Join the Adrian Awards Celebration as a Supporter Partner—an opportunity to showcase your brand and connect with leaders in the digital marketing space. Your organization will be recognized on the main stage screens, featured in the Celebration program, and highlighted across event signage, ensuring your presence is visible throughout the evening. Premium table placement (if applicable) adds an extra touch of distinction, positioning your brand as a valued part of this memorable celebration.

- Logo recognition and branding on Adrian Awards Celebration marketing. Including website, pre and post event marketing communications, social posts, and press release (*name recognition only for press releases*)
- Name Recognition on main stage screen throughout the evening
- Full-page advertisement in the Celebration program ([2026 Ad Specs](#))
- Company logo and description in the Celebration program (*50 words*)
- Name recognition on signage throughout the celebration
- Logo recognition on signage throughout the celebration
- Premium table/seating placement (*if applicable*)



Please note

All Partners who purchase seats or tables will receive premium placement in the ballroom for the awards program. Placement is determined by partner tier and at the sole discretion of HSMAI.

Position your brand as a leader in digital marketing with advertising opportunities in the Adrian Awards Celebration program. Whether through the high-impact visibility of a center spread, the premium placement of a full-page inside cover, or the reach of a full-page ad, these opportunities ensure your brand is seen, remembered, and recognized by the industry's most influential professionals.

- **Center Spread** | \$6,000 | *Limited availability*
- **Full Page Inside Cover (Front or Back)** – 6" x 8" | \$4,000 | *Only one position available per cover*
- **Full Page Ad** – 6" x 8" | \$3,000 | *Multiple positions available*

Ad Position	Impact / Visibility
Center Spread	★★★★★
Full Page Inside Cover (Front or Back)	★★★★★☆
Full Page Ad	★★★★☆☆

Disclaimer

The 2025 program book features a condensed design to support a reduced, environmentally conscious format. This change reflects our commitment to sustainability while delivering essential event content and highlights.



TOP 25 EXTRAORDINARY MINDS

The HSMAI Top 25 Extraordinary Minds in Sales, Marketing, Revenue Optimization, and Distribution recognizes outstanding leaders within hospitality, travel, and tourism organizations for their achievements over the past 18 months.

Chosen by a panel of leading industry executives, these honorees excel through their creativity, innovative approaches, groundbreaking campaigns, success in overcoming challenges, and efforts that have driven significant results.

For details on Top 25 Extraordinary Minds partnership opportunities, contact Mat Havrilla at partnership@hsmai.org.



EXECUTIVE ROUNDTABLES

An Exclusive Opportunity to Engage with Hospitality's Top Decision-Makers

The **HSMAI Executive Roundtables** are invitation-only forums designed for **senior-level commercial executives** representing leading hotel brands, ownership groups, and management companies. These curated gatherings bring together **C-suite level and executive leaders** from across the disciplines of **sales, marketing, revenue optimization, and distribution** for high-level discussions, peer exchange, and strategic insight.



A Highly Selective Format

Hotel attendee participation is reserved for the most senior corporate leader responsible for the discipline represented at the roundtable. Invitations are extended based on role, organization type, and portfolio size, and are non-transferable to maintain the integrity of the dialogue.

Exclusive Partnership Opportunities

Each roundtable offers up to three partner positions, available on a first-come, first-served basis. As a partner, you'll gain direct access to a high-value audience in a uniquely intimate and trusted setting.

Partner Benefits Include:



Opportunity to Present Insights

Present thought leadership during a 20-minute session (10-minute presentation + 10-minute Q&A), with a strong emphasis on sharing original data, market intelligence, or actionable insights that spark discussion and add value to the hotelier audience.



Access

New for 2026, partners are invited to remain in the room for the full duration of the Roundtable, including the normally closed-door discussions following the insights presentations—offering an extended opportunity to engage, listen, and contribute meaningfully to the dialogue.



Brand Visibility

Brand visibility with logo placement and company recognition is integrated into all event materials, including on-site signage and the digital event guide.



Attendee Access

Partners receive a pre-event list with participant's companies and titles, plus the full post-event attendee list with complete contact details—available on-site through the Executive Roundtable digital guide and after the event to support follow-up and relationship building.



Branded Gift

Partners have the opportunity to provide a branded gift, giving you a personalized touchpoint with attendees.

2026 Executive Roundtable Opportunities

Chief Marketing Officer

\$15,000 | 3 Positions Available

 **Focus:** Marketing leadership and brand strategy

 **Target Audience:** Senior Marketing Executives from Hotel Management Companies and Brands

 **Date | Location:** Thursday, February 19, 2026 | New York City, NY

 **Co-Located Event:** HSMAI Adrian Awards Celebration

Digital Marketing | Brands

\$8,500 | 3 Positions Available

 **Focus:** Digital marketing and e-commerce strategy

 **Target Audience:** Senior digital and marketing executives from hotel brands

 **Date | Location:** Monday, June 15, 2026 | San Antonio, TX

 **Co-Located Event:** Commercial Strategy Conference

Digital Marketing | Hotel Management Companies

\$8,500 | 3 Positions Available

 **Focus:** Digital marketing and e-commerce strategy

 **Target Audience:** Senior digital and marketing executives from hotel management companies

 **Date | Location:** Monday, June 15, 2026 | San Antonio, TX

 **Co-Located Event:** Commercial Strategy Conference

Sales | Brands

\$8,500 | 3 Positions Available

 **Focus:** Sales leadership and performance strategy

 **Target Audience:** Senior Sales Executives from Brands

 **Date | Location:** Monday, June 15, 2026 | San Antonio, TX

 **Co-Located Event:** Commercial Strategy Conference

Sales | Hotel Management Companies

\$8,500 | 3 Positions Available

 **Focus:** Sales leadership and performance strategy

 **Target Audience:** Senior Sales and Marketing Executives of Hotel Management Companies

 **Date | Location:** Monday, June 15, 2026 | San Antonio, TX

 **Co-Located Event:** Commercial Strategy Conference

Chief Commercial Officer

\$10,000 | 2 Positions Available

-  **Focus:** Convergence of commercial disciplines and the evolution of commercial strategy
-  **Target Audience:** Chief Commercial Officers
-  **Date | Location:** Wednesday June 17, 2026 | San Antonio, TX
-  **Co-Located Event:** Commercial Strategy Conference

Distribution

\$5,000 | 3 Positions Available

-  **Focus:** Distribution strategy and channel optimization
-  **Target Audience:** Senior leaders optimizing distribution across hotel portfolios
-  **Date | Location:** Thursday, June 18, 2026 | San Antonio, TX
-  **Co-Located Event:** Commercial Strategy Conference

Ownership Group

\$5,000 | 3 Positions Available

-  **Focus:** Portfolio oversight and performance leadership
-  **Target Audience:** Senior commercial executives from hotel ownership groups
-  **Date | Location:** Thursday, June 18, 2026 | San Antonio, TX
-  **Co-Located Event:** Commercial Strategy Conference

Revenue Optimization | Brands

\$15,000 | 3 Positions Available

-  **Focus:** Revenue optimization and pricing strategy
-  **Target Audience:** Senior revenue executives from hotel brands
-  **Date | Location:** Thursday, June 18, 2026 | San Antonio, TX
-  **Co-Located Event:** Commercial Strategy Conference

Revenue Optimization | Hotel Mgmt. Companies

\$15,000 | 3 Positions Available

-  **Focus:** Revenue optimization and pricing strategy
-  **Target Audience:** Senior revenue executives from hotel management companies
-  **Date | Location:** Thursday, June 18, 2026 | San Antonio, TX
-  **Co-Located Event:** Commercial Strategy Conference



Joint Executive Roundtable Dinner

\$12,500 | 3 Positions Available

 **Focus:** Executive networking and collaboration

 **Target Audience:** Executives from brands, management companies, and ownership groups all with commercial strategy responsibilities and attending the Executive Roundtable Series

 **Date | Location:** Wednesday, June 17, 2024 | San Antonio, TX

 **Co-Located Event:** Commercial Strategy Conference



HSMAI Mike Leven Leadership Conference

The **HSMAI Mike Leven Leadership Conference** is a celebration of leadership, service, and the enduring values of one of hospitality's most influential figures, **Mike Leven**. A renowned hospitality executive, philanthropist, and author, Mike's career has shaped some of the industry's most recognized brands. His vision and commitment have left a lasting imprint on the global hotel landscape.

Beyond his business success, Mike is equally known for his dedication to giving back. In 2013, thanks to a generous gift from the Michael and Andrea Leven Foundation, HSMAI's annual leadership conference was renamed in his honor. Each year, the event brings together HSMAI leaders from across the Americas Region — an exclusive, invitation-only network of volunteers who are the driving force behind local and Americas-wide programming, member engagement, and industry growth.

Blending **inspiring keynote speakers, collaborative working sessions, and peer-to-peer discussions**, the HSMAI Mike Leven Leadership Conference equips these volunteer leaders with ideas, strategies, and resources to make an even greater impact in their markets. For partners, it's a rare opportunity to not only connect with influential leaders, but to stand alongside them in a shared mission — supporting the people who lead, innovate, and inspire hospitality's future.

2026 Mike Leven Leadership Conference | Engagement Opportunities

Los Angeles, CA | March 17 - 18, 2026

Partner with the Leaders Guiding Hospitality's Future

The Mike Leven Leadership Conference connects you with 100+ hospitality leaders from 30+ chapters, the Americas Board of Directors, commercial advisory boards, rising leader councils, and leadership alumni. These opportunities aren't about short-term ROI — they're about building influence, and trust in regional markets, and beyond. By engaging with HSMAI's chapter and leadership network, you align your brand with the leaders of hospitality's future — shaping conversations, driving initiatives, and leaving a lasting impact on decision-makers across the industry.

Who You'll Meet

100+ Hospitality Leaders | 30+ Chapters | Americas Region Leadership

- **75%+ Director-level and above** — senior decision-makers in Sales, Marketing, Revenue, Distribution, and Operations
- Representing hotels, destinations, and top hospitality brands across the Americas
- The strategists, advocates, and connectors who bring HSMAI's mission to life

Partner Opportunities and Benefits

Impact Partner

Total Investment: \$7,500 | 1 Position Available

Exclusive Sponsor of the Frank W. Berkman – Best of the Best Awards Luncheon Program

Celebrate and connect with the leaders driving chapter success.

Best for: Organizations seeking maximum visibility, exclusive speaking opportunities, and year-round engagement.

- 2 complimentary conference registrations
- Exclusive opening remarks at the Frank W. Berkman – Best of the Best Awards Luncheon
- Opportunity to provide branded item for all attendees (*pre-approval from HSMAI required*)
- Premium logo visibility on-site and in all materials
- Logo recognition in marketing materials
- On-site recognition in conference program, signage, and other prominent locations
- Provided attendee list including contact information
- Inclusion in Chapter Program Directory for year-round local engagement

Support year-round relationships that matter

Best for: Brands looking to maintain strong connections with chapter leaders throughout the year.

- 2 complimentary conference registrations
- Opportunity to provide branded item for all attendees (*pre-approval from HSMAI required*)
- Premium logo visibility on-site and in all materials
- Logo recognition in marketing materials
- On-site recognition in conference program, signage, and other prominent locations
- Provided attendee list including contact information
- Inclusion in Chapter Program Directory for year-round local engagement

Put your brand in front of 100+ HSMAI chapter leaders who select speakers and content for local programs throughout the year.

- Full listing in the Chapter Program Directory for year-round local engagement
- Distributed to chapter leaders who plan events, educational sessions, and programming in their markets



COMMERCIAL STRATEGY CONFERENCE | OVERVIEW

Partner with Purpose. Engage Where It Matters.

The HSMAI Commercial Strategy Conference is where hospitality's most forward-thinking commercial leaders come together to shape what's next. For partners, it's more than a branding opportunity—it's a strategic platform to connect, engage, and grow alongside the hospitality professionals shaping sales, marketing, revenue optimization, and distribution across the industry. Whether you're building awareness, launching new solutions, or reinforcing your position in the market, HSMAI's partnership opportunities are built to deliver meaningful impact. With direct access to decision-makers, elevated visibility across channels, and exclusive activation options, the conference enables you to position your brand at the center of the conversation—before, during, and after the event.

Curious who joined us in 2025? Click here for the [2025 CSC Attendee List](#)

Lead the Evolution of Commercial Hospitality.

2026 Partner Tiers and Benefits

Platinum Partner



Platinum Partner | Positioned to Lead. Poised to Grow.

Platinum Partners enjoy one of the most impactful positions within the HSMAI Commercial Strategy Conference—designed for brands seeking more than visibility. This opportunity offers enhanced customization, strategic storytelling, and high-value engagement with some of hospitality's most influential commercial leaders. From a fully branded, custom-designed booth in a prime location to your 1-minute video featured on the main stage, Platinum delivers layered exposure across the entire attendee journey. With tools like smart matchmaking, real-time lead retrieval, and curated branded takeaways, your presence becomes purposeful—and your message, memorable.

Ideal for brands ready to deepen their impact and broaden their influence, this tier offers the right mix of flexibility, visibility, and high-touch activation. Platinum puts your brand at the center of the experience—with the credibility and access to match.

Platinum Partner Benefits:



(5) Complimentary Conference Registrations

Get full access for five team members on both days of the conference.



Design Your Ideal Booth Experience

Create a custom-designed, turnkey partner booth that brings your brand vision and messaging to life. Located inside the General Session your booth includes enhanced positioning, a branded display, and anti-fatigue mat — offering a comfortable, high-visibility space built entirely your way ([Booth Design and Floor Plan Example](#))



Dedicated Wi-Fi Access

Exhibit booth wi-fi for one partner device at your booth for partner presentations, interactive demos, product showcases, and more!



Partner Showcase Video

A full 1-minute promotional or welcome video played and showcased on the main stage. Video is played on one day of the conference.

(Final videos must be submitted to the HSMAI team by the deadline outlined in the official partner fulfillment directions. Timing of the broadcast is at the discretion of HSMAI.)

2026 Partner Tiers and Benefits

Platinum Partner



Pre- or Post- Conference E-Blast

One dedicated email, sent to all registered attendees, either before or after the event.

49.7% OPEN RATE

5.9% CLICK RATE



NEW for 2026: Exhibitor Lead Retrieval

Scan attendee badges onsite to instantly capture and qualify leads via the official conference app, Pheedloop.



NEW for 2026: Smart Exhibitor Matchmaking

- ✓ Get more highly qualified traffic to your booth via AI powered attendee/exhibitor matchmaking.
- ✓ Schedule 1:1 meetings directly through the conference app.
- ✓ Increase attendee engagement with strategic pairing.
- ✓ Maximize ROI through targeted, high-value interactions.



Branded Takeaway Opportunity

Place a custom-branded item directly in attendees' hands in a premium, high-visibility location—curated for maximum recall and physical brand presence. Whether used onsite or taken home, it's a tangible reminder of your company long after the conference ends.

(Item placement at HSMAI's discretion based on flow and visibility.)



Marketing & Recognition

- ✓ Logo recognition on the HSMAI website as an official Commercial Strategy Conference Platinum Partner
- ✓ Logo recognition in event marketing communications
- ✓ On-site recognition as a Platinum Partner
- ✓ Logo & company profile featured in the official conference app
- ✓ Inclusion in HSMAI conference press releases (*Exclusive to Platinum & Premier Partners*)
- ✓ Logo recognition in post event recap video
- ✓ Option of pre- or post-event dedicated e-blast to all registered conference attendees

2026 Partner Tiers and Benefits

Platinum Partner



Thought Leadership Opportunity

Option to submit educational content for pre-event email distribution to all registered attendees.



Plan Smarter, Connect Better

Receive an electronic pre-event registered attendee list (no contact info) two weeks in advance of the conference, plus full contact-enabled list in your on-site materials to support real-time engagement and timely follow-up.



Additional Partner Enhancements: Engagement through Activation

As a Platinum Partner, you're eligible for exclusive conference enhancements that allow you to expand your presence and amplify your impact—from branded touchpoints to high-visibility activations. It is a flexible path to boost engagement where it matters most. [Click here for details.](#)



Total Investment: \$35,000



6 Partnerships Available





2026 Partner Tiers and Benefits

Gold Partner



Gold Partner | Your Brand in Motion

Looking for deeper attendee engagement, stronger lead generation tools, and more tailored brand visibility? The Gold Partner level is your strategic sweet spot.

This tier goes beyond surface impressions—offering a more customizable and immersive partnership experience that blends high-traffic exposure with interactive brand touchpoints and content-driven opportunities. From designing your ideal booth experience to connecting with qualified leads via smart matchmaking technology, this is where brand presence meets meaningful engagement.

Whether you're scaling up from past partnership success or stepping into a more intentional presence, the Gold level is built for partners ready to deliver their message in more impactful ways—and see measurable return.

Gold Partner Benefits Include:



(4) Complimentary Conference Registrations

Get full access for four team members on both days of the conference.



Design Your Ideal Booth Experience

Create a custom-designed, turnkey partner booth that brings your brand vision and messaging to life. Located inside the General Session, your booth includes enhanced positioning, a branded display, and anti-fatigue mat - offering a comfortable, high-visibility space built entirely your way ([Booth Design and Floor Plan Example](#))



Dedicated Wi-Fi Access

Exhibit booth wi-fi for one partner device at your booth for partner presentations, interactive demos, product showcases, and more.



Promotional Video

Showcase a 30-second promotional or welcome video played during concurrent breakout sessions.

(Final videos must be submitted to the HSMAI team by the deadline outlined in the official partner fulfillment directions. Timing of the broadcast is at the discretion of HSMAI.)



Pre- or Post- Conference E-Blast

One dedicated email, sent to all registered attendees, either before or after the event (*content subject to HSMAI approval*).

2026 Partner Tiers and Benefits

Gold Partner



NEW for 2026: Exhibitor Lead Retrieval

Scan attendee badges onsite to instantly capture and qualify leads via the official conference app, Pheedloop.



NEW for 2026: Smart Exhibitor Matchmaking

- ✓ Get more highly qualified traffic to your booth via AI powered attendee/exhibitor matchmaking.
- ✓ Ability to Schedule 1:1 meetings directly through the conference app.
- ✓ Increase attendee engagement with strategic pairing.
- ✓ Maximize ROI through targeted, high-value interactions.

Branded Takeaway Opportunity

Place a custom-branded item directly in attendees' hands in a premium, high-visibility location—curated for maximum recall and physical brand presence. Whether used onsite or taken home, it's a tangible reminder of your company long after the conference ends.

(Item placement at HSMAI's discretion based on flow and visibility.)

Marketing & Recognition

- ✓ Logo recognition on the HSMAI website as an official Commercial Strategy Conference Platinum Partner
- ✓ Logo recognition in pre- and post-event marketing communications
- ✓ On-site recognition as a Gold Partner
- ✓ Logo & company profile featured in the official conference app
- ✓ Logo recognition in post event recap video
- ✓ Option of pre- or post-event dedicated e-blast to all registered conference attendees

2026 Partner Tiers and Benefits

Gold Partner



Thought Leadership Opportunity

Option to submit educational content for pre-event email distribution to all registered attendees.
(All content is subject to HSMAI approval and may not include gated links or promotional material)



Plan Smarter, Connect Better

Receive an electronic pre-event registered attendee list (no contact info) two weeks in advance of the conference, plus full contact-enabled list in your on-site materials to support real-time engagement and timely follow-up.



Additional Partner Enhancements: Engagement through Activation

As a Gold Partner, you're eligible for exclusive conference enhancements that allow you to expand your presence and amplify your impact—from branded touchpoints to high-visibility activations. It is a flexible path to boost engagement where it matters most. [Click here for details.](#)



Total Investment: \$25,000



8 Partnerships Available



2026 Partner Tiers and Benefits

Silver Partner



Silver Partner | Engage More. Activate Better. Be Seen.

Silver is where exposure becomes influence. With a prominent footprint in the General Session, increased team access, and logo-forward visibility across channels, Silver Partners move from presence to prominence.

This level is designed for brands ready to deepen their engagement with commercial hospitality leaders while maintaining flexibility. Whether you're building on previous success or strategically scaling your involvement, Silver gives you more ways to connect—plus the unique ability to unlock high-touch activations that extend your reach, elevate brand experience, and drive meaningful conversations.

Silver Partner Benefits Include:



(3) Complimentary Conference Registrations

Get full access for three team members on both days of the conference.



Turnkey Silver Partner Display Booth

You will have a logo-branded booth with anti-fatigue mat, placed inside the General Session. ([Booth Design and Floor Plan Example](#))



Dedicated Wi-Fi Access

Exhibit booth wi-fi for one partner device at your booth for partner presentations, interactive demos, product showcases, and more.



Marketing & Recognition

- ✓ Logo recognition on the HSMAI website as an official Commercial Strategy Conference Silver Partner
- ✓ Logo recognition in pre- and post-event marketing communications
- ✓ On-site recognition as a Silver Partner
- ✓ Logo & company profile featured in the official conference app
- ✓ Logo recognition in post-event recap video

2026 Partner Tiers and Benefits

Silver Partner



Thought Leadership Opportunity

Option to submit educational content for pre-event email distribution to all registered attendees.
(All content is subject to HSMAI approval and may not include gated links or promotional material)



Plan Smarter, Connect Better

Receive an electronic pre-event registered attendee list (no contact info) two weeks in advance of the conference, plus full contact-enabled list in your on-site materials to support real-time engagement and timely follow-up.



Additional Partner Enhancements: Engagement through Activation

As a Silver Partner, you're eligible for exclusive conference enhancements that allow you to expand your presence and amplify your impact—from branded touchpoints to high-visibility activations. It is a flexible path to boost engagement where it matters most. [Click here for details.](#)



Total Investment: \$20,000 | Limited Availability



2026 Partner Tiers and Benefits

Bronze Partner



Bronze Partner | Your First Step Toward Hospitality's Most Influential Audience

Looking to build awareness, reach decision-makers, and test new or existing partnership waters?

The Bronze Partnership offers an accessible entry point for brands seeking meaningful exposure at HSMAI's Commercial Strategy Conference—striking the right balance between impact and investment.

This is your chance to get in the room, be seen, and connect with commercial leaders across the hospitality space. Whether you're a returning partner or a company looking to explore a new audience or launch your first conference engagement, this level delivers real value, strategic placement, and credibility within an influential industry community in a way that makes the most of your presence, not your spend.

Bronze Partner Benefits Include:



(2) Complimentary Conference Registrations

Get full access for two team members on both days of the conference.



Turnkey Silver Partner Display Booth

You will have a logo-branded booth with anti-fatigue mat, placed inside the General Session. ([Booth Design and Floor Plan Example](#))



Dedicated Wi-Fi Access

Exhibit booth wi-fi for one partner device at your booth for partner presentations, interactive demos, product showcases, and more.



Marketing & Recognition

- ✓ Name recognition on the HSMAI website as an official Commercial Strategy Conference Bronze Partner
- ✓ Pre- and post-event marketing communications
- ✓ On-site recognition as a Bronze Partner
- ✓ Logo & company profile featured in the official conference app
- ✓ Name recognition in post-event recap video

2026 Partner Tiers and Benefits

Bronze Partner



Thought Leadership Opportunity

Option to submit educational content for pre-event email distribution to all registered attendees (*All content is subject to HSMAI approval and may not include gated links or promotional material*).

Plan Smarter, Connect Better

Receive an electronic pre-event registered attendee list (no contact info) two weeks in advance of the conference, plus full contact-enabled list in your on-site materials to support real-time engagement and timely follow-up.



Total Investment: \$15,000 | Limited Availability



COMMERCIAL STRATEGY CONFERENCE BENEFITS

Engagement	Why It Matters	Platinum	Gold	Silver	Bronze
Logo In-App Engagement	Prominent logo exposure in the conference app—the central hub for attendee scheduling, content, and networking	•	•	•	•
Promotional Video Exposure	A branded video provides high-visibility storytelling at the conference	1-minute video, played on the main stage	30-second video, played during one breakout session	N/A	N/A
Pre or Post Email Campaign	One exclusive e-blast delivered to all attendees helps spark interest before the event or drive action afterward	•	•	N/A	N/A
Thought Leadership Content	Share educational content with all attendees pre-event to position your brand as a resource and trusted expert	•	•	•	•
Lead Retrieval & Matchmaking	Smart matchmaking and real-time badge scanning empower your team with a steady stream of targeted, qualified leads	•	•	N/A	N/A
Press & Recap Video Recognition	Brand mention in press coverage and the official event recap video offers visibility that continues long after the conference concludes	•	•	•	•
Complimentary Conference Registrations	Conference access for representatives ensures full coverage of sessions, booth staffing, and one-on-one engagements	5	4	3	2
Optional Branded Takeaway Opportunity	A custom-branded item in attendees' hands offers maximum recall and physical brand presence	1 High-Impact Item	1 High-Impact Item	N/A	N/A
Eligible for Additional On-Site Conference Activations	Premium conference enhancements elevating your presence through curated, high-touch activations	•	•	•	N/A
Attendee Lists	Receive a list of registered attendees (no contact info) ahead of the event and a full contact-enabled list in your on-site materials for timely outreach	•	•	•	•



2026 CONTENT AND ADVERTISING PARTNERSHIPS

Content & Advertising Partnerships | Create Connection. Deliver Impact.

HSMAI's content partnerships are designed to help you share what matters most to your brand—in a way that aligns strategically with your voice. Whether your goal is to build awareness, drive action, or contribute insights and data to the industry, we're here to support your vision.

We offer a range of placements—from dedicated e-blasts to features in our weekly and monthly newsletters—all crafted to reflect your brand authentically. We also welcome opportunities to collaborate on custom or co-branded content, from thought leadership to promotional storytelling, that delivers value through relevant expertise, meaningful takeaways, or messaging that connects.

Impact doesn't come from scale—it comes from focus and reaching the right people.

Our role is to help you deliver your message with thoughtful visibility to a highly engaged community of over 3,000 hospitality professionals—across all stages of their career.

DEDICATED E-BLASTS

Whether promotional or thought leadership-driven, a dedicated e-blast offers a strategic way to build visibility, inspire action, or share content that aligns with your brand's goals. Delivered as a standalone message, it ensures your content is highlighted—on your terms.

Engagement Options

Choose the right level of visibility and interaction to match your goals.

1 Blast | \$3,000

For high-priority messaging when timing and attention matter most

2 Blasts | \$5,500

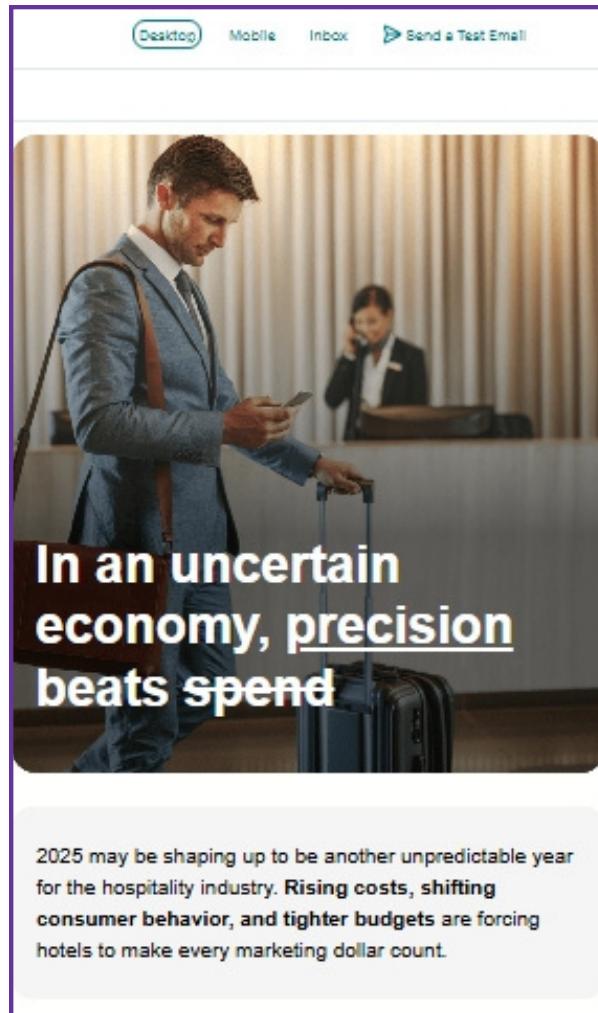
Great for campaigns that require a before/after presence or to support event momentum

3 Blasts | \$7,500

Ideal for extended storytelling, campaign layering, or product rollouts across the quarter

Important Notes

- Limited Availability - Only (2) partner sends are permitted each month
- Blackout periods may apply due to HSMAI event calendars and internal communications
- Content must not include gated links or require email capture for access
- All content must be provided as an HTML file and is subject to HSMAI editorial review and approval
- HSMAI does not sell, share, or provide access to member contact information



HSMAI's Weekly *Insights* Newsletter

A Direct Line to Hospitality's Commercial Leaders

HSMAI strengthens industry connections by equipping hospitality professionals with the insights, tools, and expertise that drive sales, elevate marketing, and maximize revenue performance. Our weekly Insights newsletter reaches nearly 3,000 engaged members across the Americas, **consistently earning open rates of nearly 50%.**

HSMAI Hotel Member Profile

- **62%** are above-property professionals in sales, marketing, revenue, or distribution roles at **brands, management companies, and ownership groups**
- 38% represent **on-property hotel and resort professionals**, ensuring full vertical reach
- Our community also includes experts from **destination marketing organizations, industry service providers, and hospitality faculty and students**

Insights Monthly Section

Your logo, your leadership – woven into the content our members read every week



Consistent Brand Placement

Your logo featured in a dedicated sponsor section of the weekly *Insights* newsletter



Cross-Platform Visibility:

A banner ad placement on americas.hsmai.org reinforces your presence beyond the inbox (full month)



Thought Leadership Recognition

Ability to submit published content for editorial review and inclusion in the newsletter (1 piece/month)



Aligned Exposure

Be seen as a relevant contributor in a newsletter built for industry professionals seeking insight and perspective

Monthly Section Options



\$3,750
3 Months
(\$1,250/month)



\$6,000
6 Months
(\$1,000/month)



\$9,000
12 Months
(\$750/month)

Insights Main Banner

Make your message the first thing they see – with bold, top-of-newsletter placement.



Premium Placement

Banner featured at the top of each weekly *Insights* newsletter



Expanded Web Visibility

Large banner featured on americas.hsmai.org for wider digital reach



Content Opportunity

Submit published content for editorial review and inclusion – positioning your brand as a helpful voice, not just a name



Front-and-Center Attention

Maximum visibility in the inbox and online with prime placement where our members look first

Main Banner Options



\$7,500
3 Months



\$13,500
6 Months



\$24,000
12 Months

Insights Shared Content

Position your brand as a trusted voice through meaningful, insight-driven content.

- Share original thought leadership, proprietary data, or expert insights with a highly engaged audience of HSMAI members across the Americas.
- Submitted written or multimedia content will be featured in a member-distributed edition of HSMAI's *Insights* – a trusted source for industry professionals. (*Content must be non-promotional in nature and focused on providing value through trends, analysis, or perspective.*)
- HSMAI retains editorial review and approval of all content to ensure alignment with member interests and standards.
- Partners may also share the published feature on their own channels with a link to the HSMAI *Insights* online portal.

Shared Content Options



\$1,250
1 Content Feature



\$3,000
3 Content Features



\$4,500
5 Content Features

45.6% OPEN RATE

5.9% CLICK RATE

Executive Partner Spotlight

Delivered monthly to HSMAI members at the corporate offices of hotel brands, management companies, ownership groups, and other HSMAI organizational members, the *Executive Insights* newsletter curates content specifically for a senior-level audience.

Each edition includes one **exclusive spotlight** from an industry partner—an opportunity to align your message with content these decision-makers actively seek and trust.

Your message appears in front of the right audience, in the right context—positioning your brand as a strategic contributor to the conversations shaping the industry's future.

As a Spotlight Partner, you receive



Featured Thought Leadership Placement

Share a white paper, video, case study, or other thought leadership-driven content. Content must be non-promotional and accessible without registration or password protection.



Company Logo & Description

A 50-word summary of your organization alongside your spotlight content.



Custom Branded Banner

One 350x100 banner ad with a URL click-through of your choice.

Executive Partner Spotlight Options



\$2,500 per month

Limit: 3 non-consecutive months per partner per calendar year

Collaborative Content Partnerships

Real Insights. Real Collaboration. Real **Impact**.

As part of its mission to fuel sales, inspire marketing, and optimize revenue, HSMAI partners with organizations to co-create content that informs, elevates, and resonates. These collaborations take shape as research, white papers, videos, and other multimedia formats that provide relevant resources on timely industry topics, trends, and best practices.

Beyond delivering value to the broader hospitality community, this content also positions both HSMAI and its partners as trusted experts in the subject matter—offering credible thought leadership and deeper connection with decision-makers across the commercial hospitality landscape.

As a Collaborative Content Partner you receive



Practitioner-Driven Topics

Recommendations are informed by HSMAI's advisory boards.



Subject Matter Alignment

HSMAI will help validate the topic and refine scope alongside leading voices from its membership.



Brand Visibility

- ✓ Logo placement on the title page or opening segment
- ✓ 50-word company description on the final page, or a 30-second spotlight in multimedia formats



Promotion & Distribution

- ✓ Featured in a time-appropriate edition of HSMAI's weekly *Insights* newsletter
- ✓ Shared digitally with both members and non-members across the broader industry
- ✓ Supported by a press release issued by HSMAI recognizing the partnership



Flexible Format Options

Collaborate with us on content types such as:

- ✓ Article Series
- ✓ eBooks & Playbooks
- ✓ Research or Surveys (*with infographic summaries*)
- ✓ Trend Reports, White Papers
- ✓ Videos & Multimedia

Pricing



Varies depending on content type and scope. Quotes available upon request.

Partnering with HSMAI Americas Chapters offers companies a unique opportunity to connect with engaged and influential professionals in hospitality sales, marketing, revenue optimization, and distribution. These chapters serve as vital hubs of innovation, education, and leadership development across the Americas, empowering local markets while aligning with global industry trends. By supporting HSMAI chapters, your business gains direct access to decision-makers and rising leaders, enhances its visibility within a trusted professional network, and demonstrates a commitment to advancing the industry. It's more than sponsorship—it's a strategic investment in the future of hospitality.

HSMAI chapters in the Americas region offer direct access to engaged, local hospitality professionals. Chapter sponsorship is a high-touch way to build relationships, showcase solutions, and strengthen your presence in key hotel markets. With 30+ chapters in the Americas Region, including major U.S. and Canadian cities, you can tailor your involvement to where it matters most.

CHAPTER PARTNERSHIP HIGHLIGHTS

-  Year-round visibility through local chapter websites, emails, and events
-  Sponsorship opportunities at chapter educational programs, receptions, and annual events
-  Opportunities to host or present at chapter meetings
-  Direct access to local commercial professionals in hospitality

Custom Branded Banner

One 350x100 banner ad with a URL click-through of your choice

Engagement Options | Choose the right level of visibility and interaction to match your goals.

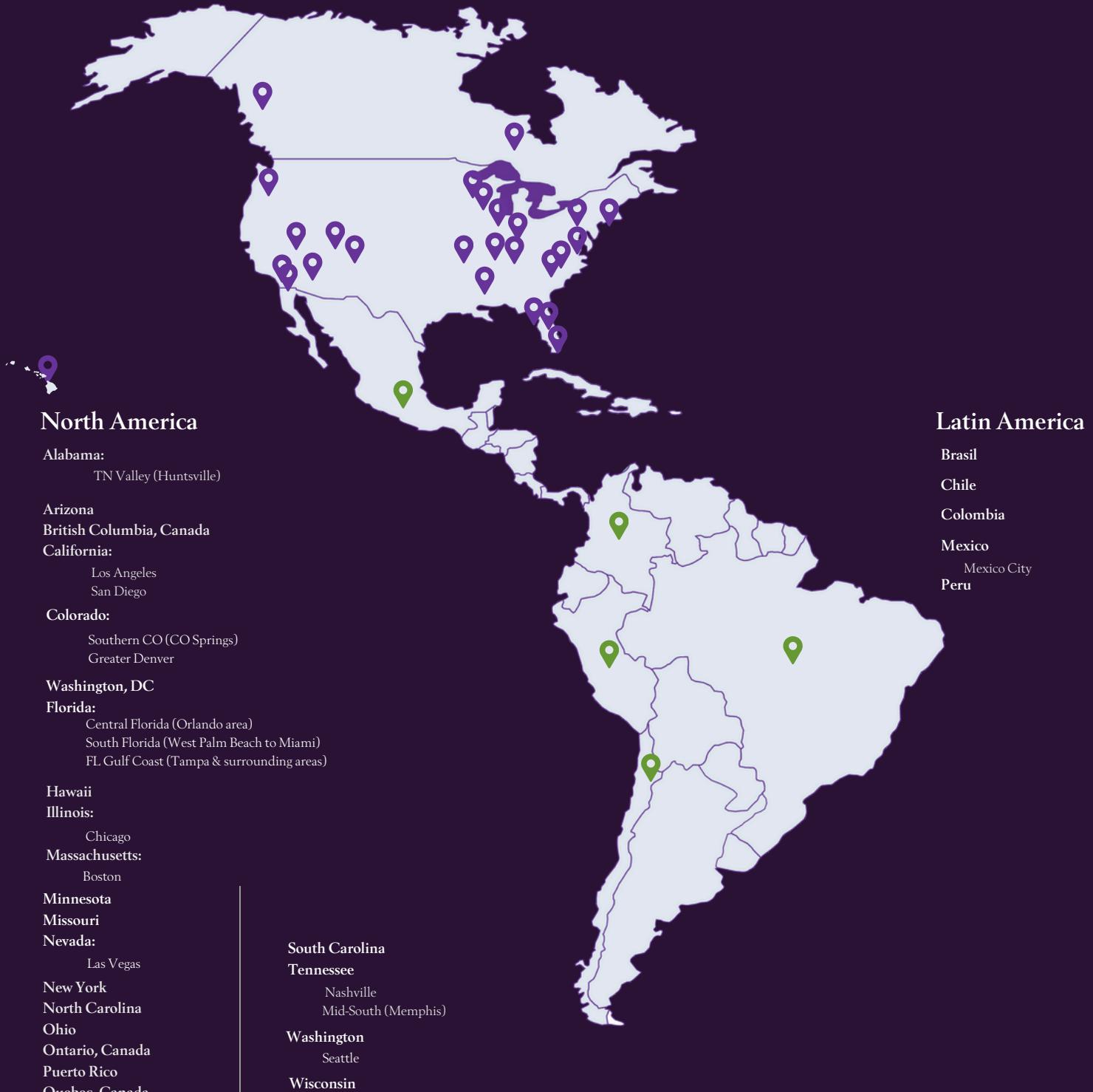


\$2,500 per month

Limit: 3 non-consecutive months per partner per calendar year

Your message appears in front of the right audience, in the right context—positioning your brand as a strategic contributor to the conversations shaping the industry's future.

HSMAI AMERICAS CHAPTERS





HSMAI FOUNDATION CORPORATE TALENT PARTNERSHIP

About HSMAI Foundation

The HSMAI Foundation, a 501(c)(3) nonprofit, is dedicated to strengthening the hospitality industry by building a robust pipeline of talent in sales, marketing, revenue optimization, and distribution. Through research, scholarships & grants, and strategic partnerships, the Foundation works to attract emerging professionals, promote inclusion, belonging, and cultivate the next generation of commercial leaders.

About Corporate Talent Partnership

The HSMAI Foundation's Corporate Talent Partnership connects your brand with the mission to attract, develop, and retain commercial talent across the global hospitality industry. By becoming a partner, your organization demonstrates leadership in strengthening the industry's workforce pipeline while making a tangible impact on tomorrow's talent.

Corporate Talent Partnership Support Fuels

- **Scholarships** – Expanding access to education and professional development for students and emerging professionals.
- **Research & Insights** – Delivering data-driven analysis to understand workforce trends and talent needs.
- **Inclusion & Belonging Initiatives** – Creating opportunities that foster a more welcoming and representative industry.
- **Rising Leaders Programs** – Highlighting and nurturing early-career professionals who are shaping the future of commercial strategy.

\$25,000	Foundation Trustee Level
\$10,000	Foundation Patron Level
\$5,000	Foundation Supporter Level

By investing in the Foundation through the Corporate Talent Partnership, your organization helps develop the next generation of sales, marketing, revenue optimization, and distribution leaders, while being recognized as a champion of talent and innovation in hospitality.

Contributions are fully tax-deductible and directly fund initiatives.

Foundation Partnership Highlights

- Recognition as a supporter of the industry's talent pipeline across HSMAI Foundation communications and events.
- Opportunities to connect with university students and emerging professionals, linking your brand directly to the next generation of talent.
- Visibility on research publications, including the Annual State of Talent Report and workforce development initiatives.

Not ready to partner but still want to make an impact?

Make a contribution that works for *you* – every gift helps fuel the HSMAI Foundation's mission to attract, educate, and retain talent in the hospitality industry. Please enter your contribution amount and complete the required information on the commitment form provided.



HSMAI AMERICAS ORGANIZATIONAL MEMBERSHIP

2026

Helping our hotels and partner members achieve their goals by creating deep and meaningful ways to engage with influential audiences, their peers, and HSMAI

ABOUT US

The Hospitality Sales and Marketing Association International (HSMAI) is a global organization committed to fueling sales, inspiring marketing, and optimizing revenue for hotels and their partners in the hospitality industry. Our mission is to advance the growth and performance of the commercial disciplines within hospitality through education, insights, and community.

We serve a diverse membership of professionals working across hotel brands, management companies, ownership groups, independent hotels and resorts, academic institutions, and partner organizations. These individuals are responsible for commercial strategy, training, and talent development across sales, marketing, revenue optimization, and distribution.

At HSMAI, we focus on driving performance through innovative learning opportunities, meaningful member engagement, and peer-to-peer connections that build community and spark professional growth.

We are a growing and vibrant global association with more than 3,000 members in the Americas, including decision-makers who are shaping the future of hospitality.



100 %

100% of the top 10 hotel brands are represented in our membership

66 %

66% of Americas members are from hotels and other associate organizations, 24% are with partner companies and 10% are primarily students and faculty

5,000

Over 5,000 members across the globe at nearly 35 chapters or regions



HSMAI ORGANIZATIONAL MEMBERSHIP

HSMAI's Organizational Membership provides companies with a path to deliver professional development, community connection, and industry insights to their commercial team. With access for multiple individuals across disciplines and locations, this membership model ensures your team stays aligned with the latest trends and tools in hospitality sales, marketing, revenue optimization, and distribution.

HSMAI Organizational Membership is designed to deliver lasting value across your entire commercial team. Members enjoy a seat at the table through participation in Curate — HSMAI's executive-level forums that shape the direction of the industry's most pressing conversations. Articles from our Org Members can be considered for the *Insights* newsletters, and your company is recognized in a variety of places as a leader in advancing the commercial disciplines across the global hospitality landscape.

Your executives will gain access to exclusive learning and peer-exchange opportunities through Curate, while your broader team benefits from individual memberships, discounted access to industry events, discounted publications and certifications, and receipt of our curated *Executive Insights* newsletter, which delivers relevant content monthly to all of your members.



Unique logins for 10 - 100 team members under one membership



Invitation(s) to Curate: A Commercial Futures Forum



Company recognition on website and collateral



Weekly *Insights* newsletter and monthly *Executive Insights* newsletter

Organizational Memberships for HOTELS

All Organizational Membership members receive the monthly **HSMAI Executive Insights** eNewsletter, weekly hospitality **HSMAI Insights** eNewsletter, discounts on events, publications, certifications, and more!

	Hotel - Diamond	Hotel - Emerald	Hotel - Sapphire	Hotel - Ruby
Americas Board of Directors	1 seat *	n/a	n/a	n/a
Americas Sales Advisory Board	1 seat *		n/a	n/a
Americas Marketing Advisory Board	1 seat *	1 - seat *	n/a	n/a
Americas Revenue Management Advisory Board	1 seat *		n/a	n/a
Recognition as an HSMAI Advocate & Thought Leader	Throughout 2026	Throughout 2026	Throughout 2026	Throughout 2026
Invitation to every Curate: A Commercial Futures Forum (<i>exclusive event for HSMAI Organizational Members</i>)	4 seats	3 seats	2 seats	1 seat
HSMAI Americas Memberships (<i>additional members: \$250</i>)	100	50 **	25 ***	10 ****
Complimentary Commercial Strategy Conference Registrations <i>June 16-17, 2026 in San Antonio, Texas</i>	4	3	2	1
Complimentary Certifications for Qualified Candidates (CRME, CHDM, or CHSL)	4	3	2	1
Priority access for senior executive at each Executive Roundtable (<i>10 scheduled for 2026</i>)	2	1	1	1
Annual Investment	\$41,000	\$31,000	\$21,000	\$9,000

- * Requires commitment by October 1
- ** 50 memberships included at this level; up to an additional 25 memberships at \$250 discounted rate
- *** 25 memberships included at this level; up to an additional 10 memberships at \$250 discounted rate
- **** 10 memberships included at this level; up to an additional 5 memberships at \$250 discounted rate

Global Organizational Memberships for Hotel Companies

HSMAI's Global Regions:

- Americas
- Asia-Pacific
- Europe
- Middle East and Africa

Benefits:

- ✓ Provide one membership roster.
- ✓ Pay one invoice.
- ✓ Work directly with HSMAI HQ office on roster changes and updates.
- ✓ Work directly with each region to make sure you and your members are taking advantage of all available benefits.
- ✓ Should you have interest in multi-region participation, contact us for options.

Additional Hotel Membership Options

Individual Membership: HOTELS

- One or more members in any location, worldwide.
- Standard member rate (\$315 per member).
- Discounts on certifications, publications, events, and more throughout the year.
- Weekly HSMAI *Insights* eNewsletter delivered to your inbox.
- Opportunity to select one primary chapter, but access to all chapters worldwide.
- Access to member database online.
- Access to past articles and information online.

Corporate Group Membership: HOTELS and DMOs

- 10 or more members in any location(s), worldwide.
- Corporate contact provides one roster, HSMAI provides one invoice.
- All members are on the same membership cycle (12 months).
- Discounted rate for all members (\$285 per member).
- Opportunity to attend Curate for a registration fee.
- All benefits of Individual membership.
- Changes, updates, and additions can be made to the roster throughout the membership cycle.
- Rosters can be requested at any time.
- Consistent and seamless renewal budgeting and process.



HSMAI FOUNDATION CORPORATE TALENT PARTNERSHIP

About HSMAI Foundation

The HSMAI Foundation, a 501(c)(3) nonprofit, is dedicated to strengthening the hospitality industry by building a robust pipeline of talent in sales, marketing, revenue optimization, and distribution. Through research, scholarships & grants, and strategic partnerships, the Foundation works to attract emerging professionals, promote inclusion, belonging, and cultivate the next generation of commercial leaders.

About Corporate Talent Partnership

The HSMAI Foundation's Corporate Talent Partnership connects your brand with the mission to attract, develop, and retain commercial talent across the global hospitality industry. By becoming a partner, your organization demonstrates leadership in strengthening the industry's workforce pipeline while making a tangible impact on tomorrow's talent.

Corporate Talent Partnership Support Fuels

- **Scholarships** – Expanding access to education and professional development for students and emerging professionals.
- **Research & Insights** – Delivering data-driven analysis to understand workforce trends and talent needs.
- **Inclusion & Belonging Initiatives** – Creating opportunities that foster a more welcoming and representative industry.
- **Rising Leaders Programs** – Highlighting and nurturing early-career professionals who are shaping the future of commercial strategy.

By investing in the Foundation through the Corporate Talent Partnership, your organization helps develop the next generation of sales, marketing, revenue optimization, and distribution leaders, while being recognized as a champion of talent and innovation in hospitality.

Fund the Future of Hospitality: Support the HSMAI Foundation and help solve hospitality's talent crisis.

Contributions are fully tax-deductible and directly fund initiatives.

Some examples include:

\$25,000	Supports a Research paper on industry talent trends
\$15,000	Supports a Talent Research Series
\$10,000	Supports student event grants connecting students with the industry
\$5,000	Supports a Rising Leader Council for one year
\$2,500	Supports a scholarship for an emerging leader

Foundation Partnership Highlights

- Recognition as a supporter of the industry's talent pipeline across HSMAI Foundation communications and events.
- Opportunities to connect with university students and emerging professionals, linking your brand directly to the next generation of talent.
- Visibility on research publications, including the Annual State of Talent Report and workforce development initiatives.

Adrian Awards – Partnership Opportunities and Benefits

Contact us to discuss 2026 Adrian Awards Ceremony opportunities

Section

Dedicated E-Blasts

Whether promotional or thought leadership-driven, a dedicated e-blast offers a strategic way to build visibility, inspire action, or share content that aligns with your brand's goals. Delivered as a standalone message, it ensures your content is highlighted—on your terms.

Submission Process:

Engagement Options | Choose the right level of visibility and interaction to match your goals.

 **Single Send | \$3,000**

For high-priority messaging when timing and attention matter most.

 **2 Blasts | \$5,500**

Great for campaigns that require a before/after presence or to support event momentum.

 **3 Blasts | \$7,500**

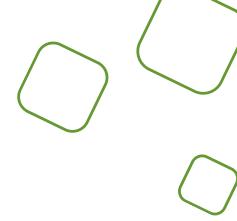
Ideal for extended storytelling, campaign layering, or product rollouts across the quarter.

Important Notes

- **Limited Availability - Only (2) partner sends are permitted each month**
- **Blackout periods may apply** due to HSMAI event calendars and internal communications
- **Content must not include gated links** or require email capture for access
- All content must be provided as an HTML file and is subject to HSMAI editorial review and approval
- **HSMAI does not sell, share, or provide access** to member contact information

TBD Screen shot





Space for

[Link Sample Work- Location TBD]

Commitment Form/ Terms & Conditions – Need link on prospectus for these

Commercial Strategy

Com
Strategy



HSMAI AMERICAS ENGAGEMENT OPPORTUNITIES

2026 Partnership Prospectus

2026

Helping our partners achieve their goals by creating
meaningful ways to engage with influential audiences
across the hospitality industry's commercial sector