

6th Annual

National

# HR in Hospitality<sup>®</sup>

Conference & Expo

EXPO /

**February 27 - 28, 2012**

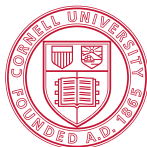
CONFERENCE \

**February 27 - 29**

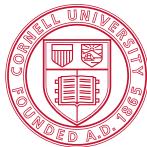
Hyatt Regency  
**San Francisco**

**Exhibit at the  
only conference  
for HR decision  
makers in the  
hospitality  
industry!**

Program Developed and Sponsored by:



**Cornell University**  
ILR School



**Cornell University**  
School of Hotel Administration

In cooperation with and support from Cornell's Center for Hospitality Research

Produced by:

Human Resource  
**Executive Conferences**<sup>™</sup>

# Reach hundreds of senior-level HR professionals from the hospitality industry!

Now in its 6th year, **HR in Hospitality** is still the **only event** to assemble HR, employment law and labor relations professionals from the hospitality industry in one expo hall. For two days, you'll get unprecedented time with key decision makers from this niche audience looking for products and services just like yours.

With a program developed by experts and delivered by the biggest names in the industry, this year's conference is sure to draw the upper-level HR professionals you want to meet. Don't miss your opportunity to get your products and services directly in front of hundreds of potential clients!

## All our attendees are 100% involved in the hospitality industry. We attract:

- HR VPs, Directors and Managers
- General Managers
- Corporate Managers and Staff with HR-related functions
- Attorneys
- VPs of Labor Relations at corporate/regional offices and union properties
- Consultants

## Products and Services Our Attendees Look For:

- Applicant Tracking
- Background Checks
- Benefits Administration
- Compensation Systems & Services
- Corporate Meeting Sites
- Dependant Care Programs
- Diversity Hiring/Compliance Training
- Drug/Substance Abuse Testing
- Employee Assistance Programs
- Employee Communications
- Food Services
- Health Benefits & HSAs
- HR Consulting
- HR Outsourcing & RPO
- HRIS & Web-based Services
- Insurance
- Investment Banking/M&A
- Job Boards
- Learning Management Systems
- Legal Services
- Logo Wear, Uniforms & Shoes
- Outplacement/Career Planning Services
- Payroll Software & Services
- Performance Management
- Recognition & Rewards (including Gift Cards)
- Recruiting, Staffing & Search
- Relocation Services
- Résumé Processing
- Retirement & 401(k) Services
- Safety & Security Services
- Screening & Assessment
- Social Networking
- Specialty Benefits
- Succession Planning
- Talent Management
- Testing & Assessment
- Time & Attendance
- Training & Development
- Wealth Benefits & Group Life, Disability & Workers' Compensation
- Wellness Programs
- Workforce Management

# More interaction time with attendees than ever before!

## 2012 Expo Agenda

### Sunday, February 26

|         |            |
|---------|------------|
| Move-In | 2 - 7 p.m. |
|---------|------------|

### Monday, February 27

|           |   |
|-----------|---|
| Expo Open | 10 a.m. - 1:15 p.m.<br>2:30 - 5:15 p.m. |
|-----------|---|

Unopposed  
show time

|                   |                 |
|-------------------|-----------------|
| Refreshment Break | 10 - 10:45 a.m. |
|-------------------|-----------------|

|       |                |
|-------|----------------|
| Lunch | 12 - 1:15 p.m. |
|-------|----------------|

|                   |               |
|-------------------|---------------|
| Refreshment Break | 2:30 - 3 p.m. |
|-------------------|---------------|

|                      |            |
|----------------------|------------|
| UnConference Session | 3 - 4 p.m. |
|----------------------|------------|

|                      |                  |
|----------------------|------------------|
| UnConference Session | 4:15 - 5:15 p.m. |
|----------------------|------------------|

### Tuesday, February 28

|           |                                      |
|-----------|--------------------------------------|
| Expo Open | 8 - 9 a.m.<br>10:30 a.m. - 1:30 p.m. |
|-----------|--------------------------------------|

Unopposed  
show time

|                                  |            |
|----------------------------------|------------|
| Breakfast Networking Discussions | 8 - 9 a.m. |
|----------------------------------|------------|

|                   |                 |
|-------------------|-----------------|
| Refreshment Break | 10:30 - 11 a.m. |
|-------------------|-----------------|

|                              |                   |
|------------------------------|-------------------|
| Lunch Networking Discussions | 12:15 - 1:30 p.m. |
|------------------------------|-------------------|

|          |               |
|----------|---------------|
| Move-Out | 1:30 - 6 p.m. |
|----------|---------------|

*Schedule subject to change.*

**NEW**

**Four Interactive Opportunities to Connect With Attendees:**

- Participate in 2 UnConference Sessions
- Network at Monday's Reception
- Host a Breakfast Discussion Table
- Host a Lunch Discussion Table



## Reserve your booth today and you'll receive:

- Unlimited FREE Expo passes for your customers — and prospects — to tour the exhibits and visit you at the show
- 1 Full Conference registration for each 10' x 10' booth space (maximum 10) for one of your employees — a \$1,395.00 value!
- Company visibility with a listing on the conference website and a link to your home page
- A complimentary post-show mailing list of attendees for one-time use
- A complimentary 50-word company profile in the 2012 *Show Guide* distributed to all attendees
- Up to 10 booth passes per 10' x 10' booth space for your company's booth staff
- Access to on-site exhibitor lounge with complimentary coffee, soda and water during the show

| <u>Booth Sizes</u> | <u>Rates</u> |
|--------------------|--------------|
| 10' x 10': .....   | \$4,095*     |
| 10' x 20': .....   | \$7,950*     |
| 10' x 30': .....   | \$13,315     |
| 20' x 20': .....   | \$16,295     |

\* Add \$100 for a corner booth

# Is your competition on this list? Don't give them the edge on reaching key hospitality industry decision makers.

Here's a complete list of prior HR in Hospitality exhibitors:

123college.com, Inc.  
Abso  
AchieveGlobal  
ADP Time & Labor  
Management  
Aflac  
AIPT  
Alliance Abroad Group/AIDE  
AMC Entertainment Inc.  
American Hotel & Lodging  
Association  
American Tescor, LLC  
ANSERTEAM  
Aon Hewitt  
ASSE - Aspire Worldwide  
Assess Systems  
Barnett Associates, Inc.  
Bernard HODES Group  
Best Buy Gift Card Incentives  
Businessolver  
Call-Em-All  
CareerBuilder.com  
Careington International  
Corporation  
Carte Blanche World Consulting  
Agency  
CCUSA  
CIEE: Council on International  
Educational Exchange  
COBRA Control Services, LLC  
Compdata Surveys  
Computerized Screening Inc.  
Consolidated Credit Counseling  
Services  
Consult A Doctor  
Cornell University ILR School  
Cornell University School of  
Hotel Administration  
CorVirtus

Council of Hotel and Restaurant  
Trainers (CHART)  
Count Me In, LLC  
DHI, LLC  
E Group, Inc.  
EmployeeRates.com  
Employer Service Outsourcing  
Employment Background  
Investigations, Inc. (EBI)  
ERC Dataplus Inc.  
eTelemetry, Inc.  
Express Diagnostics  
International, Inc.  
First Advantage Corporation  
Free & Clear Inc.  
FreemanGroup  
Gecko Hospitality  
Global Cash Card  
Guidant Group  
Halogen Software  
Hcareers  
HealthTras  
Horizons Research Insurance  
Hospitality Online  
Hospitality Staffing Solutions,  
LLC  
HospitalityCare  
HotlinkHR Inc.  
HR Acuity  
HR Solutions, Inc.  
HR TECH ALLIANCE  
HR.com  
HRchitect  
HRMC  
HRsmart, Inc.  
HTH Worldwide  
iCIMS  
Indeed  
Industrial UI Services

Ingersoll Rand Recognition  
Systems  
Inquisite, The Human Insight  
Software Company  
INSZoom.com, Inc.  
Intelius Screening Solutions  
InterExchange Inc.  
International Trainee Network,  
LLC (ITN)  
International Work Experience  
Group  
InterviewStream  
Intrax Career Development  
IPAT, Inc.  
Jackson Lewis LLP  
Job.Travel  
JobApp Network, Inc.  
KMS Software Company  
Kroll  
Labor Consultants International  
Lands End Gift Card  
LawLogix Group, Inc.  
Learn.com  
Littler Mendelson  
Lookout Services Inc.  
Mankuta Gallagher &  
Associates, Inc.  
Maritz Loyalty and Motivation  
Market Metrix  
Marvel  
Merchants Information Solutions  
Meridian Knowledge Solutions  
LLC  
Mimeo.com  
Money Solutions International,  
Inc.  
Monster  
Navigator Executive Advisors  
nowHIRE.com

NuView Systems, Inc.  
O.C. Tanner  
Parallax Education  
Parkway Clinical Laboratories  
Payroll Computing Services  
PDS  
PeopleAnswers  
Peoplefluent  
PI Worldwide  
Plateau  
PlatformOne  
PreCare, Inc.  
PSI  
Quest Diagnostics  
Regal Entertainment Group  
Safety Source Productions  
SCI Companies  
Shoes for Crews LLC  
SilkRoad technology, inc.  
Simon Property Group  
SnagaJob.com  
Society of Human Resource  
Management  
Stevens Worldwide Van Lines  
SuccessFactors  
TalentWise  
Taleo  
TALX Corporation  
Target Corporate Giftcards  
Time Management Corp.  
Tracker Corp.  
Ultimate Software  
Vurv Technology  
WageWatch, Inc.  
Walton Management  
Wonderlic, Inc.

Visit [www.HRinHospitality.com](http://www.HRinHospitality.com) to see the list of 2012 exhibitors.

Contact your sales representative today:

## Fred Kurst

Southeast, Southwest, West, Europe

Phone: 703-393-8304

Email: [fkurst@lrp.com](mailto:fkurst@lrp.com)

## Nancy Sommar

Northeast, Midwest, Canada

Phone: 215-784-0910, ext. 6231

Email: [nsommar@lrp.com](mailto:nsommar@lrp.com)

Visit [www.HRinHospitality.com](http://www.HRinHospitality.com) to view the most up-to-date  
floor plan and to download an Exhibit Space Reservation Contract.

# Major on-site exposure at Great Prices!

## 2012 Show Guide Advertising

Your company's name will continually be in front of all attendees with an ad in the 2012 *Show Guide*. Attendees regularly open this four-color glossy guide to check session information as well as to plan their booth visits — and every time they do, they're sure to see your message. This guide serves as attendees' directory for every minute of the event, so you're guaranteed repeated exposure.

### Advertising Rates

|                 |         |
|-----------------|---------|
| Full Page       | \$1,500 |
| Two-Page Spread | \$2,795 |

### Premium Positions

|                         |              |
|-------------------------|--------------|
| Inside Covers           | \$1,995 each |
| Back Cover              | \$2,195      |
| Fold-Out Center Section | \$1,995      |

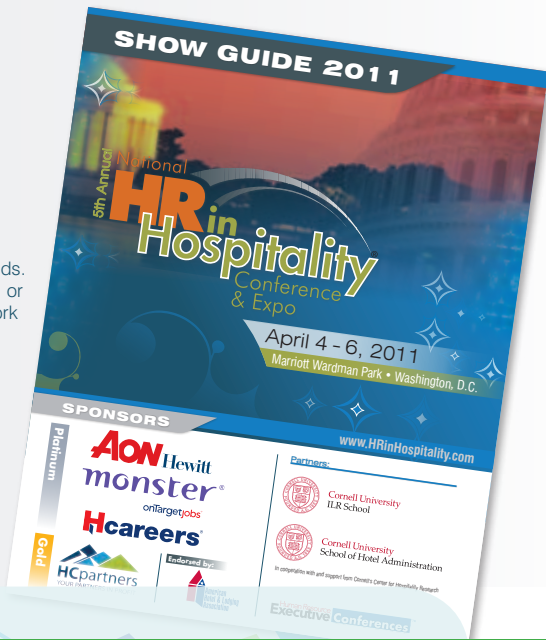
### Ad Specifications

|                 |                  |
|-----------------|------------------|
| Full Page       | 8 1/2" x 11"     |
| Full-Page Bleed | 8 3/4" x 11 1/4" |
| Trim Size       | 8 1/2" x 11"     |

All ads are four-color. No additional charge for bleeds. Please provide PC-compatible, 300 DPI, CMYK TIFF or PDF files. Must include color proof. Please email artwork and any questions to: [artdirector@lrp.com](mailto:artdirector@lrp.com).

**Space Deadline:**  
January 4, 2012

**Materials Deadline:**  
January 25, 2012



## Attendee Bag Promotional Material

Your company's promotional material will be given directly to attendees at registration, ensuring your message immediately gets into the hands of every full conference attendee and maximizing your on-site exposure.

**Hurry! Limited to 10 companies \$1,000**

Pre-printed materials (8-page maximum) are due January 27, 2012.

Turn the page for more opportunities to boost traffic to your booth!

# Special offerings for attendees lead to special exposure for you!

## Along with added exposure, every conference sponsorship gives you ...

- Recognition on event homepage as well as all literature and communication produced for the event — a total of more than 1.5 million impressions if you act quickly!
- Professionally produced four-color signs with your company's logo in strategic conference locations and in your booth
- Recognition on large video screens in advance of every general session
- Premium visibility on the conference website with your logo and link to your home page
- Your company's logo featured prominently in several locations throughout the event *Show Guide*
- One FREE full conference registration — a \$1,395.00 value
- A FREE mailing list of pre-registered attendees — a \$500.00 value
- Extra priority points for on-site booth selection for the 2013 event
- Access to the registered press list
- First right to the same sponsorship in 2013

## Conference Sponsorship Opportunities

|   |                 |
|---|-----------------|
| Internet Café.....  | \$10,000        |
| Audio Visual .....  | \$7,500         |
| Reusable Water Bottles .....                                | \$6,000         |
| Attendee Bags .....   | \$6,000         |
| Badge Lanyards.....   | \$6,000         |
| USB Flash Drives.....                                       | \$5,500         |
| Attendee Badge Inserts.....                                 | \$5,000         |
| Registration Area .....                                     | \$5,000         |
| Expo Hall Floor Plan .....                                  | \$5,000         |
| Lunch in Expo Hall (Monday and/or Tuesday).....             | \$5,000 each    |
| Expo Hall Aisle Signs.....                                  | \$4,000         |
| Exhibitor Lounge.....                                       | \$4,000         |
| Registration Pens.....                                      | \$3,500         |
| Continental Breakfasts (Monday and/or Tuesday) .....        | \$3,500 each    |
| Refreshment Breaks (Monday AM or PM and/or Tuesday AM)..... | \$3,500 each    |
| Program Materials.....                                      | \$3,000         |
| Session Notepads .....                                      | \$2,500         |
| Schedule of Events (Monday and/or Tuesday) .....            | \$1,500 per day |

*Pricing and availability subject to change. Have a sponsorship idea you don't see listed? Contact your sales representative for availability and pricing.*

## Enhanced On-site Branding Sponsorship Opportunities

In addition to increased exposure, every enhanced on-site branding sponsorship comes with ...

- Recognition on event homepage as well as all literature and communication produced for the event — a total of more than 1.5 million impressions if you act quickly!
- Professionally produced four-color signs with your company's logo in strategic conference locations
- Recognition on large video screens in advance of every general session
- Premium visibility on the conference website with your logo and link to your home page
- Extra priority points for on-site booth selection for the 2013 event

|                                 |         |
|---------------------------------|---------|
| Banner Signage .....            | \$7,000 |
| Expo Hall Carpet Stickers ..... | \$4,000 |

Visit [www.HRinHospitality.com](http://www.HRinHospitality.com) for a full description of each sponsorship and its unique benefits!

# Maximize your exposure with Platinum & Gold Sponsorships!

| On top of the perks that come with a conference sponsorship, you also get:  | Gold \$10,000   | Platinum \$15,000 |
|---|-----------------|-------------------|
| Your company's logo on the cover of the <i>2012 Show Guide</i>  | ✓               | ✓                 |
| Premium on-site signs posted at main entrances, registration and opening keynote  | ✓               | ✓                 |
| Premium recognition on large video screens in advance of every general session  | ✓               | ✓                 |
| Premium logo position on all direct mail pieces and advertisements  | ✓               | ✓                 |
| Extra priority points for on-site booth pick for next year's show   | ✓               | ✓                 |
| Premium company profile and four-color logo in the <i>2012 Show Guide</i>   | up to 100 words | up to 150 words   |
| Additional full conference pass(es) — each valued at \$1,395.00!  | 1 pass          | 2 passes          |
| Full buyer passes for you to invite your best qualified customers to attend as full conference attendees — each valued at \$1,395.00! | 3 passes        | 5 passes          |
| FREE Ticket(s) to <i>Human Resource Executive</i> ®'s HR Executive of the Year Black Tie Award Dinner in October                      | 1 ticket        | 2 tickets         |
| Rotating banner ad on the conference website's home page  |                 | ✓                 |
| Banner ad in one of <i>Human Resource Executive</i> ®'s e-newsletters   |                 | ✓                 |
| Unlimited staff passes for your booth   |                 | ✓                 |
| Full-page, four-color ad in the <i>2012 Show Guide</i> — a \$1,500.00 value!  |                 | ✓                 |



Want to reach HR buyers in the hospitality industry?  
This is the show for you. See inside for details

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360 Hiatt Drive  
Palm Beach Gardens, FL 33418  
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