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HEDNA To Celebrate 15 Year Anniversary at Upcoming December Conference

September 21, 2006 Falls Church, Va. - The Hotel Electronic Distribution Association (HEDNA) announced its upcoming HEDNA Conference, 3 - 5 December 2006, where the association will be celebrating its 15th Anniversary. Renowned for spearheading discussion on the challenging issues of hotel electronic distribution, the three-day conference will be held at the Trump International Sonesta Beach Resort in Sunny Isles, Florida. Experts and professionals in the field will discuss the historic shifts that have dramatically shaped our industry, while providing strategic insight along with practical knowledge and solutions to manage future challenges. More information about the Conference is online at: [./communicate/future_meetings.shtml](http://www.hedna.com/communicate/future_meetings.shtml)

"HEDNA continues to be the foremost hospitality association advancing hotel electronic distribution and this conference is a must-attend event for anyone who is involved in hotel distribution," said Tiffany Topcik, HEDNA President. "For the past 15 years, our members have been sharing ideas about best practices and developing new ways to keep up with the constant evolution in the distribution world. HEDNA is committed to promoting the use of efficient technologies and will continue to influence the emergence of even more innovative resources for years to come."

The primary focus for the December Conference will be *'Distribution and Innovation: Past, Present and Future'*. **Henry Harteveldt, Vice President, Forrester Research**, will open the Conference with an all-star speaking roster including executives from **Google, Expedia, Hyatt Hotels & Resorts, Radius, GetThere, BCD Travel, Carlson Hospitality Worldwide, Johnson & Johnson, Target Corporation, Travelport, Forrester Research, Hogg Robinson, Lanyon, and Sabre Travel Network**, - to name but a few. Speakers will address a wide range of strategic and tactical issues including the challenges of distributing to emerging and aging markets, managing content across disparate distribution systems and the complexities of corporate rate loading. Panel discussions and presentations address how each business can equip itself with the knowledge and technology to stay ahead. **Lalia Rach, Ed.D., of New York University** will present the results from a Deloitte/NYU Consumer Research Study that explains what aging consumer markets mean to branding, IT, and emerging markets.

This three-day conference, held twice a year, will provide information-packed General Sessions and will also allow participants the opportunity to accomplish meaningful work through the HEDNA Committees: Standards Committee: Emerging Issues, Credit Card Verification, and Content Management and the Distribution Management Committee: Tour and Groups/Meetings. Committee breakout sessions offer members the chance to directly influence the future of the industry as they develop impactful, operational tools and guidelines that strengthen the electronic distribution of hotels.

To celebrate HEDNA's 15th Anniversary, a unique sponsorship program has been developed, bringing valuable exposure to member organizations that have been actively supporting HEDNA over the years. These event sponsors include Sabre Holdings, Travelport, Hotel Booking Solutions, Amadeus, Opodo, Open World, TravelCLICK, Worldspan, Hotel Reservation Service, IDEaS, VRX Studios, Hyatt Corporation, VFM Interactive and Lanyon. To discuss sponsorship opportunities, please call Catherine McDonald at +1-202-204-8400 or email cmcdonald@disa.org.

Members of the press are invited to attend the conference free of charge. Press can register by contacting Catherine McDonald.

Held in conjunction with this HEDNA Conference, industry experts will gather to discuss the hottest issues and trends in Internet marketing when the Hospitality Sales & Marketing Association International (HSMIAI) holds its 7th Travel Internet Marketing Strategy Conference on 6 December at the Trump International Sonesta Beach Resort. For more information, call +1 703 610-9024 or visit www.hsmiai.org or www.travelinternetmarketing.org.