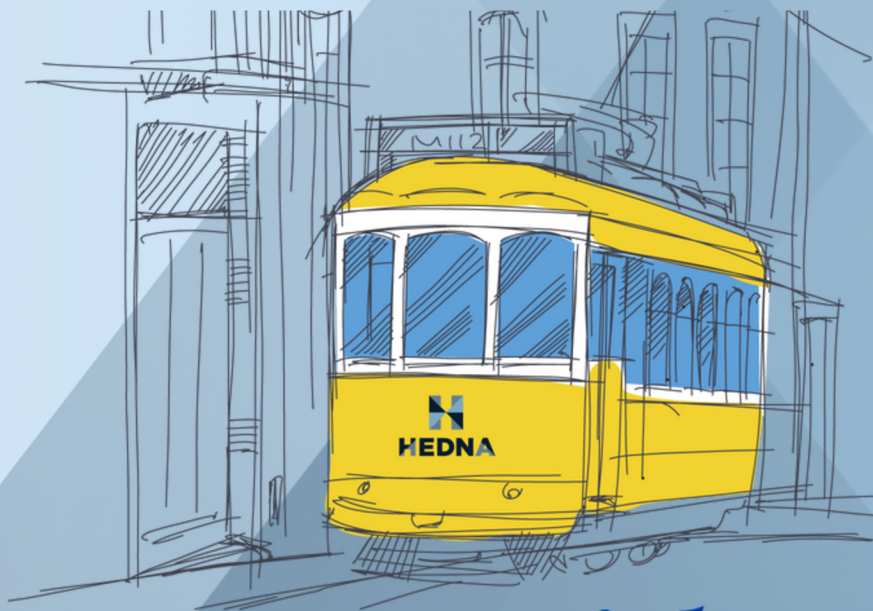




**HEDNA**



# SPONSOR PROSPECTUS



**HEDNA** *Lisbon*

GLOBAL DISTRIBUTION CONFERENCE

Lisbon, Portugal | September 9-11, 2025

[Sponsorship@hedna.org](mailto:Sponsorship@hedna.org) | +1 (443) 640-1085 ext. 1284



# SHAPING DISTRIBUTION

HEDNA events are created to reinforce our vision of being the single, global voice navigating the complexity of hotel distribution. Our conferences offer curated content, networking avenues and sponsorship opportunities in a variety of formats. Sponsorships at these events offer high visibility focused on your target audience. You'll reach hospitality's top decision makers, key prospects and industry influencers from the largest hospitality brands, independent boutique hotels and leading partners. By supporting HEDNA as a sponsor, your company will get the exposure you need in front of current and potential customers. Whether your primary goal is brand visibility, engagement, lead generation or a combination thereof, HEDNA events have it all.

## Who is HEDNA?

- **Hospitality Professionals** hailing from 35 countries, speaking 21 languages and managing more than one million properties.
- **Technology Professionals** serving as a sounding board to identify challenges and influence the development of distribution technology.
- **Industry Experts** and consultants sharing expertise and accelerating the adoption and impact of innovations in distribution technology across the industry.

## Who will I find at HEDNA?

- **120+ hoteliers** (~40% of total attendance)
- **150+ technologists** (~52% of total attendance)
- **25+ industry experts, educators** and non-members (~8% of total attendance)

## Why should I sponsor?

- **Elevate your company's role in distribution** by helping to navigate today's challenges and position your organization as a thought leader impacting trends.
- **Cultivate a global network and collaborate with like-minded peers** among this unique community of distribution and commercial contacts in our industry. HEDNA's intimate setting allows you to cut through the noise and engage hotels and demand partners face-to-face.
- **Grow brand recognition among thousands** of HEDNA members and followers through various channels, including web, email, event app and onsite signage.
- **Support the future of distribution.** By investing in HEDNA, you are ensuring the industry's future leaders are educated with the knowledge and equipped with the skills to face the challenges of tomorrow.





# SPONSOR OPPORTUNITIES

HEDNA Global Distribution Conference Sponsorship Benefits	Participation Level					
	Annual Partner (\$25,000+)	Platinum Sponsor (\$10,000+)	Gold Sponsor (\$8,000+)	Silver Sponsor (\$5,000+)	Bronze Sponsor (\$2,500+)	Table Sponsor (\$1,500)
Recognition of sponsorship announced on stage	✓	✓	✓	✓	✓	✓
Logo recognition on website, event app, onsite signage and email marketing	✓	✓	✓	✓	✓	✓
Sponsorship of conference event (opportunity to display company-branded material)	n/a	Reception Coffee Cart AV	Lunch	Breakfast Lanyards Wi-Fi	Networking Break	n/a
Number of conference registrations	2	2	1			
Hospitality client discount	15%	10%	5%			
90-second video on main stage	✓					
Customized year-round engagement	✓					
Sponsor Table in HEDNA Lounge	✓					✓

## Tech Advantage Package

- Sponsor table in HEDNA Lounge
- Featured “Meet & Greet” event during welcome reception
- One full conference registration
- Onstage recognition
- Brand visibility on HEDNA website, event app, signage, and conference promotional emails

**\$5,000 USD**

**Ask us about  
custom curated  
packages!**







