HEDNA
EVENTS

SPONSORSHIP OPPORTUNITIES

# From Logos to a *Marketplace*

*Own a station, a space or a moment at HEDNA conferences, and meet the global hotel distribution community where they actually spend their time.*

SPOTLIGHT | STATION | SIGNATURE | IMPACT

For HEDNA sponsors and partners HEDNA.ORG

*Offerings may vary by HEDNA event location and are subject to availability. Every package can be tailored. To reserve yours, contact info@hedna.org.*

WHY SPONSOR HEDNA

# Be part of the experience, not a logo on a banner

**HEDNA conferences have no exhibit hall.** Instead, sponsors own the places attendees go between sessions: the coffee cart, the lounge, the lunch table, the quiet corner for a real conversation. It is a marketplace built around people, not booths.

**1991**
Founded, the only global forum dedicated to hotel distribution

**35**
Countries represented across the HEDNA community

**50,000+**
Properties managed by the member base

WHAT YOU CAN EXPECT

## Useful

Every offering meets a real need on a long conference day, so attendees come to you.

## Yours

You own the station or space for the conference, and your team hosts it your way.

## Simple

HEDNA arranges the space and works with the venue. You bring your people.

WHERE YOU CAN SHOW UP

- **Lounge and meal stations** food, drink and comfort, all day
- **Living Room** a furnished space that is yours for the conference
- **General session and beyond** moments on stage, and after the event

THE HEDNA LOUNGE

# All-day stations, from $2,500

**Spotlight** From $2,500 **Station** From $10,000 **Signature** From $15,000 **Impact** From $25,000

## Coffee cart 01

Barista drinks all day, delivered by venue catering. Your team hosts; cup sleeves carry your QR code.

- **Station** From $10,000

## Sweet shop 02

Sweet treats, from an ice cream cart to a candy store.

- **Station** From $10,000

## Savory store 03

Salty snacks.

- **Station** From $10,000

## Hydration and mocktail bar 04

Infused water by day, zero-proof drinks later on. Refillable bottles replace single-use plastic (logo bottles not included).

- **Spotlight** From $2,500

## Afternoon happy hour 05

The bar opens in the lounge for the last hour of the day, under your name.

- **Signature** From $15,000

## Recharge bar 06

Charging station.

- **Spotlight** From $2,500

## Wellness corner 07

Chair massage or a stretch break from a provider you book. A welcome pause on a long day.

- **Station** From $10,000

## Local-maker station 08

A maker you book stamps luggage tags or prints postcards on the spot. A keepsake instead of swag.

- **Station** From $10,000

MEAL STATIONS

# Own a station at breakfast or lunch, with two reserved tables

**Meals are when the room slows down and conversations start.** Put your name on one station in the dining room, with two tables reserved nearby for your meetings. Grab-and-go options are also available.

### Breakfast bar 01

Coffee, pastries and a hot station such as eggs made to order.

- **Signature** From $15,000

### Salad bar 02

A build-your-own salad station at lunch, with local ingredients.

- **Signature** From $15,000

### Dessert station 03

A sweet finish to lunch, and a natural spot to linger and talk.

- **Signature** From $15,000

## Every meal station includes

- Station signage and menu cards with your name
- Two reserved tables near the station, marked “Reserved for [your company]”
- A mention in the agenda and conference app
- Food delivered by venue catering; your team hosts its tables

*Two reserved tables: a meeting room that comes with lunch.*

LIVING ROOM

# Your own space, without the booth

The HEDNA Living Room is a small, furnished set that is yours for the whole conference: comfy seating, a side table, your branding and a reason to sit down.

**Spotlight** From $2,500 **Station** From $10,000 **Signature** From $15,000 **Impact** From $25,000

## Informal living room 01

Comfy chairs and a table held for you all conference long, for client meetings whenever you choose.

- **Station** From $10,000

## Demo living room 02

A lounge set with a screen, yours for walkthroughs whenever your team chooses. Labeled as sponsored.

- **Signature** From $15,000

## Office hours 03

Your expert answers questions on one topic at times you post, such as “Ask a payments expert, 2–3 pm.”

- **Station** From $10,000

## Podcast and video studio 04

Two chairs, mics and lights, with a crew you bring. Record short interviews with speakers and attendees.

- **Signature** Priced upon request

## Topic tables 05

High-top tables in the lounge during breaks, each on one question you host. Topics agreed with HEDNA in advance.

- **Spotlight** From $2,500

## Quiet call booths 06

Soundproof pods for calls across time zones, branded inside and out.

- **Spotlight** From $2,500

GENERAL SESSION

# Feature on stage, beyond “thank you to our sponsors”

### 01 Walk-in experience

Your playlist and on-screen trivia while the room fills.

### 02 Live polling

You underwrite the audience polling tool, credited each time a poll appears on screen.

### 03 Stage set

Fireside chats on furniture from your Living Room set, so the stage and the lounge match.

### 04 Seat drop

One useful item on every seat, such as a charger or a local snack.

### 05 Partner moment

A 3–5 minute segment on the main stage, clearly labeled as sponsored.

### 06 Charity match

Your donation for every card returned, announced to the room. See page 8.

*All sponsored stage moments are clearly labeled, and session content stays independent.*

BEYOND THE ROOM

# Before, during and after the conference

### BEFORE

- A pre-event webinar you host
- A host-city guide in the welcome email, from you

### DURING

- Photographer
- A morning run, walk or yoga session
- Lanyards
- Wi-Fi login page
- Room drop

### AFTER

- Conference archive (below)
- Recap newsletter

NEW · IMPACT

## Conference archive sponsor

After each conference, HEDNA releases the presentations, session videos and photos behind a free registration. You present the archive:

- “Presented by” credit on the archive and its registration page
- A short welcome message or video from you at the top of the archive
- Visibility for months after the event

*The conference is three days. Your sponsorship can last for months.*

ENGAGEMENT FOR GOOD

# Turn every conversation into a donation

Every attendee gets a few stamped cards to hand to the sponsors they meet. One sponsor turns those conversations into a donation to charity.

1

## Receive

Each attendee finds cards, carrying the charity sponsor's logo, in their badge holder or similar.

2

## Give

Attendees hand a card to any sponsor they have a real conversation with, at a station, Living Room or meal table.

3

## Return

At the close, each sponsor returns its cards to HEDNA.

4

## Match

The charity match sponsor donates a set amount for every card returned, up to an agreed cap.

SIGNATURE · FROM $15,000

## Charity match sponsor

- Your logo on every card and on the card signage in the lounge
- You choose the charity, with HEDNA's approval
- Named in the general session, and in the recap when the total is announced
- A donation cap agreed upfront, so your cost is known in advance

*Every sponsor's card count is shared in the conference recap.*

PACKAGES

# Four tiers to choose from

TIER 1

## Spotlight

**From $2,500**

Hydration bar, recharge bar, quiet call booths, topic tables, Wi-Fi

TIER 2

## Station

**From $10,000**

Coffee cart, sweet shop, savory store, wellness corner, local maker, informal living room, office hours

TIER 3

## Signature

**From $15,000**

Breakfast, salad or dessert station with two reserved tables; charity match; demo living room; podcast studio; happy hour

TIER 4

## Impact

**From $25,000**

Lounge naming rights, conference archive, general session walk-in experience

### EVERY SPONSOR RECEIVES

Brand recognition on stage and in all conference marketing materials

Logo and brand presence throughout the event

A personal acknowledgement during a HEDNA Board presentation

### WAYS TO GET MORE

**Series bundle**

Save when you take the same activation at more than one HEDNA conference.

**Category exclusivity**

Be the only sponsor from your category in the lounge.

**First right of renewal**

Keep your activation for next year before it goes on sale.

HOW IT WORKS

# Simple for you, simple for your team

### HEDNA PROVIDES

- Your space and its place on the floor plan
- Coordination with the venue and its catering
- Signage and a mention in the agenda and app
- One onsite contact for your team

### YOU PROVIDE

- Your team to host during open hours
- Setup and breakdown, with the venue
- Artwork and copy by the deadline
- Any providers you book, such as a maker or crew
- Your own lead capture

TIMELINE

### Reserve

Choose your activation; locations are offered in booking order

### 6–8 weeks out

Artwork, menus and copy due

### Onsite

Your team hosts; HEDNA's contact is on hand

### After

Recap and archive credit

OUR COMMITMENTS

- Sponsored moments are clearly labeled, and session content stays independent.
- Allergen labels and zero-proof options at every food and drink station.

HEDNA
EVENTS

LET'S BUILD YOURS

# Pick a station, a space or a moment, and we'll *shape it with you.*

1. Choose the activations that fit your goals.
2. Talk with the HEDNA team about location and tailoring.
3. Confirm, and we'll send your artwork deadlines.

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