

CHIEF



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Caribbean Hospitality Industry
EXCHANGE FORUM

NOV 18-20, 2024
KOVENS CONFERENCE
CENTER, NORTH MIAMI

Event Partner Guide



chtaCHIEF.COM

What is CHIEF all about?

The Caribbean Hospitality Industry Exchange Forum is the first of its kind in the Caribbean region, representing an unprecedented opportunity for industry leaders, visionaries and innovators to come together. This forum is more than just an event; it's a convergence of minds and a catalyst for transformation. It's a dynamic hub where the industry pools its knowledge, fosters innovation and collaboratively works towards the region's sustainable growth.



CHIEF 2024 EVENT FOCUS

- People Development
- Sustainability
- Hospitality Trends
- Revenue Management
- Experience Enhancement.



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What to expect at CHIEF:

Pioneering Collaboration, Driving Innovation, Creating Sustainable Prosperity
and Building Stronger Alliances

Event Highlights

Discussion topics

Interactive sessions

Networking opportunities

Participant Engagement

Engage in conversations with

300 expected attendees

Share experiences

Learn from others

Event Impact

Inspire meaningful discussions

Encourage collaboration

Foster industry growth

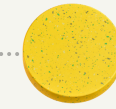
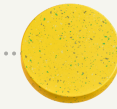




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In attendance:

CHIEF
Caribbean Hospitality Industry
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Hotel:

-Owners

-Managing Directors

-Managers/Supervisors of

Operations, Human

Resources, Sales & Marketing,
and Food and Beverage.

Hospitality and Tourism

Associations and

Agencies from across

our 32 National Hotel &

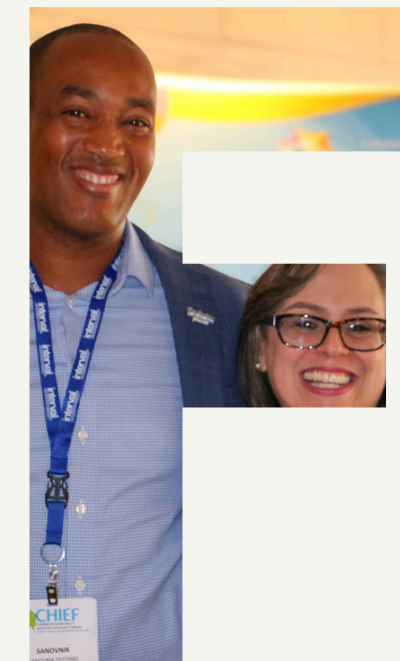
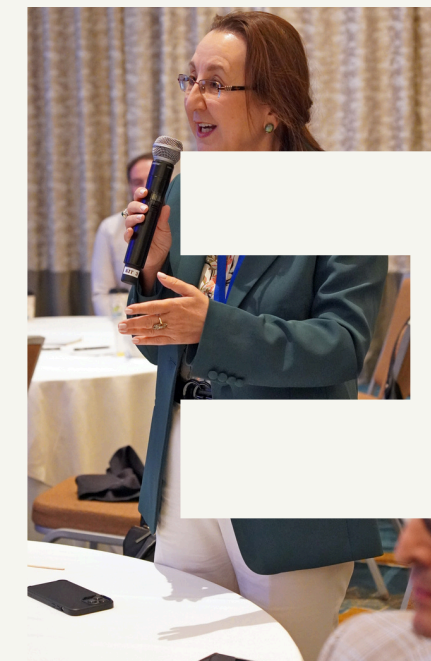
Tourism Associations.

Hospitality Students &

Professors

Industry related Product

& Service Providers



Using Sponsorship To Your Advantage



Networking Opportunities



Targeted Marketing



Brand Visibility and Exposure



Positive Brand Association



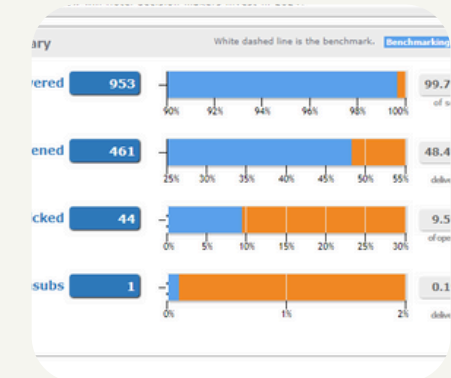
Generate Business Leads



Employee Engagement



Competitive Advantage



Access to Event Data



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21k



16k



Digital Reach

3.8k



2.8k



Caribbean Hotel and
Tourism Association

@CHTAnow

Endorsements



I've been a part of the CHIEF Community because it's more than just a networking event - it's a place where I've built strong relationships with hoteliers and reconnected with friends in the industry. These connections have not only helped me professionally with growing within the Caribbean Market, but they've also fostered a sense of community that extends beyond the trade show floor.

**-Ana Forister,
VP of Sales, ADA International.**



CHIEF is much more than just an event. It's a gathering of the region's most experienced hoteliers and hospitality technologists, coming together to openly share their practical findings and learn from one another. The networking opportunities and partnerships that we developed have lasted well beyond the event itself. We are grateful and delighted that CHIEF is back in full force.

**-Nima Anvar,
CEO GuestChat**



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Platinum Benefits: \$9k

On-site

- 3 Delegate registrations
- 3 min audience address
- “Thank You” during opening session
- Contest/giveaway on stage
- Reserved table at awards lunch
- 30sec video displayed during Gen. Session
- Priority 8x10 space at exchange hub
- Co-sponsorship of Awards Lunch
- Introduce a session/speaker
- Present an established CHTA Award
- Distribute promo items during registration
- 1min video on housekeeping monitors
- Access to delegate list pre & post event

Digital

- CHTA co-hosted webinar - post event
- Sponsor banner with image & bio on event website
- 1 email sent to event attendees
- CHTA shares CHIEF related content posted by you
- Banner on 3 event related emails
- 30 sec Video - submission required (announcing attendance)
- Featured story (500 words) in CHIEF newsletter
- Logo on event signage
- Company bio on event website
- Logo on event website
- Hyperlink on event website
- Logo in event marketing materials
- 1 Shared email sending a message from all sponsors
- 4 Social media posts
- Sponsorship reference in press release
- Post event testimonial - Video)

Gold Benefits: \$6k

On-site

- 2 Delegate registrations
- 10sec video displayed during breakout session
- Prime tabletop at exchange hub
- Co-sponsorship of Coffee Break
- Introduce a session/speaker
- Present an established CHTA Award
- Distribute promo items during Breakout session
- 35sec video on housekeeping monitors
- Access to delegate list post event

Digital

- CHTA shares CHIEF related content posted by you
- Banner on 1 event related email
- 10 sec Video - submission required (announcing attendance)
- Story (250 words) in CHIEF newsletter
- Logo on event signage
- Company bio on event website
- Logo on event website
- Hyperlink on event website
- Logo in event marketing materials
- 1 Shared email sending a message from sponsors
- 2 Social media posts
- Sponsorship reference in press release
- Post event testimonial - Video)

Silver Benefits: \$3.5k

On-site

- 1 Delegate registration
- Distribute promo items during working lunch
- 15sec video on housekeeping monitors
- Access to delegate list post event -limited details

Digital

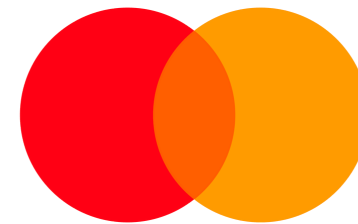
- CHTA shares CHIEF related content posted by you
- Banner on 1 event related email
- 10 sec Video - submission required (announcing attendance)
- Featured logo in CHIEF newsletter
- Name mention on event signage
- Company bio on event website
- Logo on event website
- Logo in event marketing materials
- 1 Shared email sending a message from sponsors
- 1 Social media posts
- Sponsorship reference in press release
- Post event testimonial - photo quote



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CHIEF 2023 Sponsors

PARTNERS



EVENT SPONSORS





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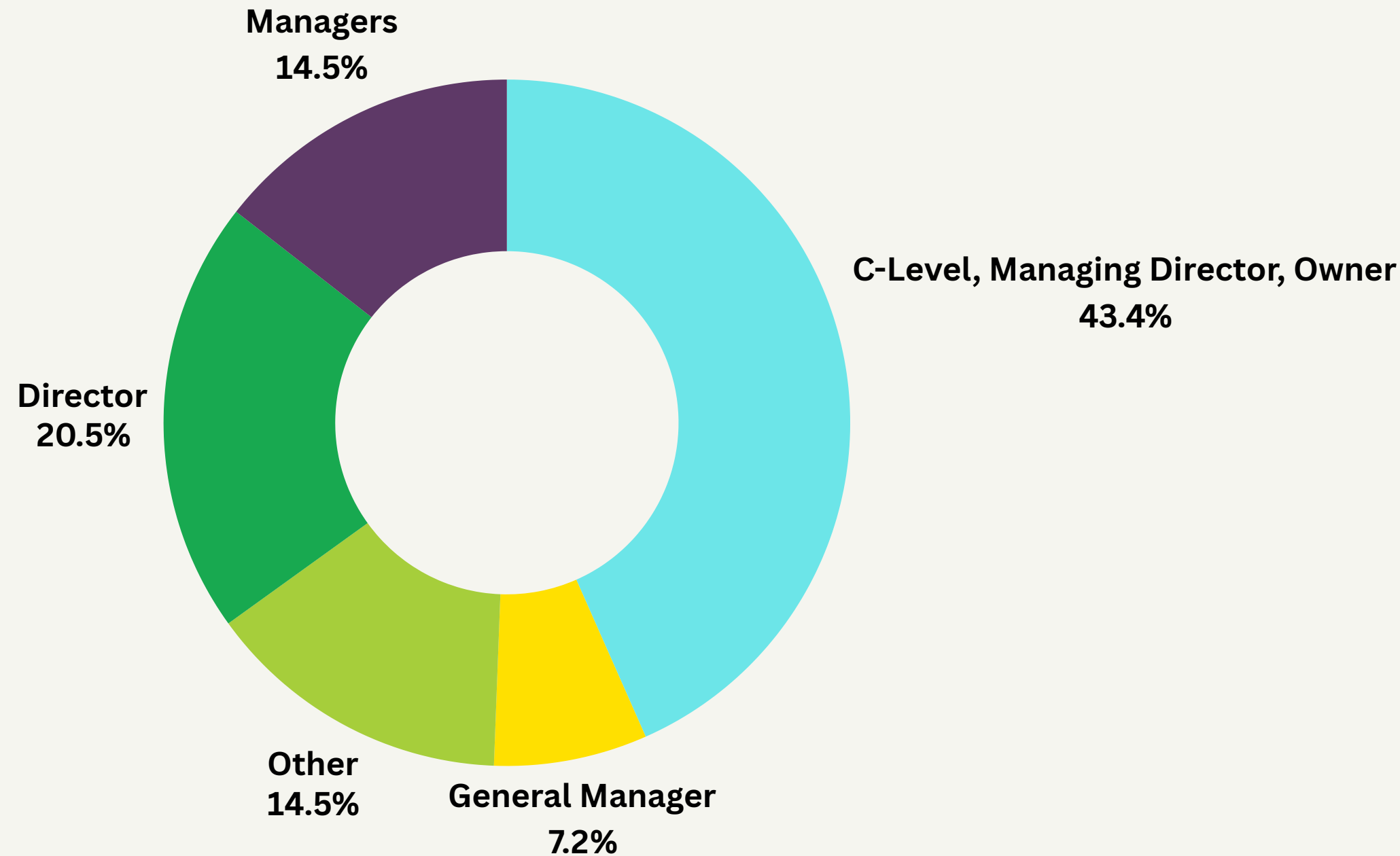


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2023 Attendee Data



Representatives

- Anguilla
- Antigua and Barbuda
- Aruba
- Bahamans
- Barbados
- Canada
- Cayman Islands
- Grenada
- Jamaica
- Cook Islands
- Switzerland
- Puerto Rico
- Saint Kitts and Nevis
- Saint Lucia
- St. Martin
- Switzerland
- Trinidad & Tobago
- Turks and Caicos
- United Kingdom
- United States
- US Virgin Islands

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Contact Us



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