

CHME 2017

Hospitality on the Move - Beyond Borders

"To travel is to live." (H.C. Andersen)

Bearing the famous words of H.C. Andersen in mind it is with great pleasure that University College of Northern Denmark is hosting the first CHME Conference outside the UK.

The 26th CHME Conference will be held from 16th-20th May 2017 in Aalborg, Denmark.

We are confident of attracting a large number of delegates from both the industry and academic institutions across the world and we are delighted to invite you to participate in the sponsorship of this conference.

"God made the world round so we would never be able to see too far down the road."
(Karen Blixen)

The CHME17 conference theme – **'Hospitality on the Move – Beyond Borders'** will provide a contemporary platform for the exchange of ideas, best practice, research and scholarship in hospitality, tourism, event management, and education.

The conference intends to bring together international educators and industry practitioners in order to raise awareness of current issues in education and industry, and to showcase best practice.

This international conference is attended by a diverse range of professionals, including senior policy makers, administrators and leading researchers from government, and private organisations that cover portfolios of hospitality, tourism, leisure, and events.

The CHME17 Market Place is placed at the conference venue, Aalborg Congress and Culture Centre – activities includes:

- Hospitality and tourism exhibitions stands
- Poster Presentations
- Refreshments
- Industry showcases
- Food College Open Kitchen

The theme relates to the aims of CHME in many aspects: it invites delegates to explore our broadening base of member countries, to find new collaborations, and to explore new ideas and views through a broad range of content topics. We aim to inspire delegates to explore new approaches on hospitality, a new cultural context, new methodologies for

doing research, and new research topics. Moreover, we invite delegates to build bridges, develop and strengthening international collaboration in the CHME family.

We are delighted to invite you to participate in the sponsorship of this conference.

“Hospitality on the Move - Beyond Borders”

Sponsorships

“Everything you look at can become a fairy tale and you can get a story from everything you touch.” (H.C. Andersen)

As a new parameter sponsors are able to customize their agreement and thereby e.g. given the possibility to sponsor an event, providing gift to the participants or sponsor a refreshment of their choice. Even though the sponsorship agreements are standard they are however open for negotiation. It is important that the content of the sponsorships are thoroughly designed aiming at our sponsors' optimal utilization and execution including the touchpoints our sponsors prefer. Let us conduct a dialogue to investigate your aims for your sponsorship, how you prefer to interact with the participants and which story you are about to tell.

THE SOCIAL MEDIA

Also we have a larger focus on the social media platforms which includes Facebook, Twitter and Instagram. Social media post are included in all the sponsorship agreements and the level of promotion will be based on the chosen sponsorship. See the individual sponsorship pack.

Sponsors will have the opportunity to increase brand awareness and get into dialogue with key industry decision makers; rekindle and build new business relationships and interact with industry leaders and researchers. The CHME 2017 Conference will be widely promoted in Scandinavia and the UK.

The following outlines the sponsorship opportunities. It describes the agreements, and terms and conditions of sponsorships.

There are three main sponsorship opportunities for your consideration that include:

- **H.C. Andersen Sponsorship** **75.000 kr.**
- **Karen Blixen Sponsorship** **50.000 kr.**
- **Søren Kierkegaard Sponsorship** **20.000 kr**

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SPONSORSHIP PACKAGES

ALL SPONSORS GET:

- Entrance to the welcome reception
- Acknowledgement in the program
- Acknowledgement at the official conference website with a brief description, logo and hyperlink to organization site
- Possibility for setting up roll-ups
- Possibility for exposure on the social medias in context with the theme of the conference
- Recognition at the conference by display of organisation's logo on a sponsors recognition board
- Recognition in Session Rooms by display of logo on a looped presentation prior to and between the commencement of sessions

H.C. Andersen Sponsorship – kr. 75.000

H.C. Andersen Sponsors will have the opportunity to display their products and product information and to talk to delegates before and after the presentation of formal conference papers. Outside of the conference proceedings, H.C Andersen Sponsors will be able to organize demonstrations, meetings and receptions to selected conference delegates.

Moreover, H.C. Andersen Sponsors receives six social media posts before and/or at the time of the conference on each following social media platforms; Facebook, Twitter and Instagram where we will use your chosen hashtag and at (@) your company.

In addition to this H.C. Andersen Sponsors will also benefit from:

- Opportunity to introduce themselves on the official stage (approx. 10 min.)
- Acknowledgement at Official Opening
- Larger exposure on the official website with a long introduction
- FOUR Complimentary Full Registrations to the Conference including the Welcome Reception and Gala Dinner
- List of all registered delegates and mailing addresses in excel format (subject to Privacy Act)
- Table at a top display place
- Company signage in the main conference room (to be free standing and supplied by sponsoring company).
- 18 social media posts in total - 3 of each
- Other opportunities to be negotiated

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Karen Blixen Sponsorship – kr.50.000

The Karen Blixen Sponsors will be able to display their products and product information and to talk to delegates before and after the presentation of formal conference papers. Outside of the conference proceedings, Karen Blixen Sponsors will be able to use their venues to organise demonstrations, meetings and receptions to selected conference delegates.

Moreover, Karen Blixen Sponsors receive five social media posts before and/or at the time of the conference on each following social media platforms: Facebook, Twitter and Instagram where we will use your chosen hashtag and at (@) your organization.

In addition to this exclusive offer, Karen Blixen Sponsors will also benefit from:

- Acknowledgement at Official Opening as Karen Blixen Sponsors
- TWO Complimentary Full Registrations to the Conference including the Welcome Reception and Gala Dinner
- List of all registered delegates and mailing addresses in excel format (subject to Privacy Act)
- Table at a top display place
- 15 social media posts in total
- Other opportunities to be negotiated

Søren Kierkegaard Sponsorship - kr. 20.000

The Søren Kierkegaard Sponsor will be able to display their products and product information and to talk to delegates before and after the presentation of formal conference papers. Outside of the conference proceedings, Søren Kierkegaard Sponsors will be able to use their venues to organise demonstrations, meetings and receptions to selected conference delegates.

Moreover, Søren Kierkegaard Sponsors receive three social media posts before and/or at the time of the conference on each following social media platforms; Facebook, Twitter and Instagram where we will use your chosen hashtag and at (@) your organization.

- ONE Complimentary Full Registration to the Conference including the Welcome Reception and Gala Dinner
- List of all registered delegates and mailing addresses in excel format (subject to Privacy Act)
- Table at a top display place with one skirted trestle table
- 9 social media posts in total
- Other opportunities to be negotiated

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Other Sponsorship opportunities

- Organization’s logo appearing on conference satchel, lanyards, pens, etc.
- It is also possible to provide refreshments for the conference in the form of e.g. beverage, meals, snacks etc.
- Organizations have the opportunity to give away gifts to the participants e.g. product samples.
- Other Sponsorship Opportunities

EXHIBITION ONLY (Free Space) – kr. 5.000 (min. 4 m²)

- The organization’s logo will be inserted on the webpage
- One table with two chairs will be ensured
- The fee includes the use of free charge of the electricity
- Other aspects to be negotiated.

FURTHER INFORMATION

For further information or remark on the sponsorship agreements, please contact the

Marketing Chair Jan Halberg Madsen, jhm@ucn.dk +452280331

or the

Conference Chair Anders Justenlund, ajus@ucn.dk +4572691381