



May 8-10, 2012

**JW Marriott Marquis Miami
Miami, Florida, USA**

Sponsor Opportunities



Hosted By:



Held in Conjunction with



**May 7-8, 2012
JW Marriott Marquis Miami**



May 8-10, 2012

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Miami, Florida, USA**

www.HOLAconference.com

What is Hotel Opportunities Latin America?

Hotel Opportunities Latin America (**HOLA**) is the leading and most important hotel investment conference for Latin America. **HOLA** features numerous networking opportunities and an extensive array of sessions and panels led by hotel and finance industry experts.

Finding new hotel investment opportunities is an important reason to attend **HOLA**. The conference is conveniently held in Miami, the financial gateway for Latin America. Your time is valuable, so the program will be focused, robust, and action packed—*just like Miami!*

Sponsors of **HOLA** will be exposed to a broad range of key players, cutting edge thinking, and marketing benefits. An extensive pre-event marketing campaign is planned, and the exhibit area at **HOLA** will be 'the place to be' to meet and do deals. Sponsors will have access to a special Sponsors' VIP Lounge during **HOLA** amongst many other benefits.

Preliminary Program

Tuesday, May 8, 2012

5:30pm to 7:30pm CHRIS and HOLA Joint
Cocktail Reception

Wednesday, May 9, 2012

9:00am to 5:00pm Program Sessions

5:30pm to 7:30pm Gala Networking
Reception

Thursday, May 10, 2012

9:00am to 1:30pm Program Sessions and
Closing Lunch





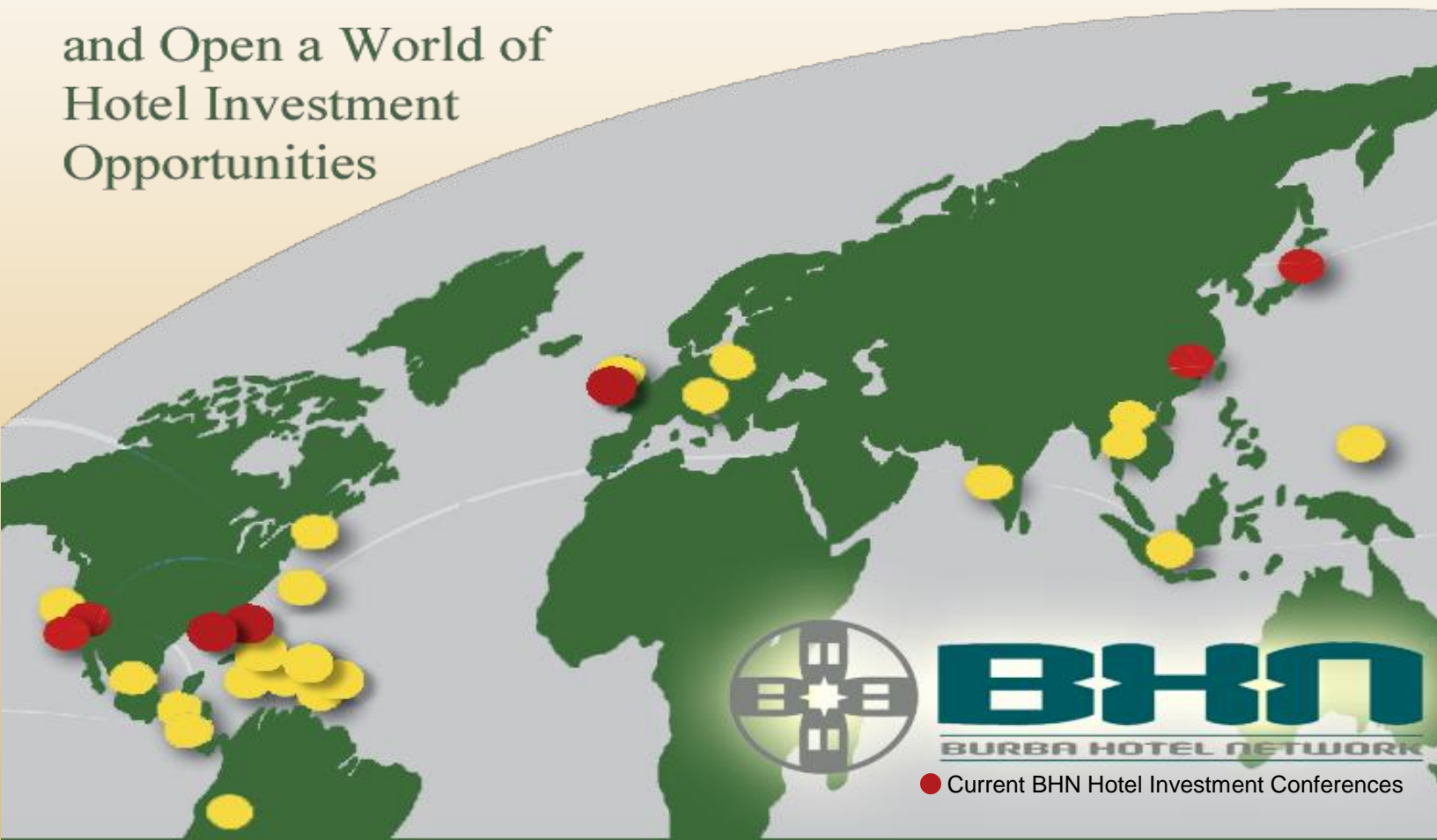
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Connect the Dots . . .

and Open a World of
Hotel Investment
Opportunities



● Current BHN Hotel Investment Conferences

About the Host?

With more than two decades of experience, over 90 events completed or in production to-date, and more than 65,000 international delegates, BHN is the worldwide leader in developing and organizing conferences for the hotel and tourism investment community. BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business and to learn about the latest trends.

BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; the ALIS Summer Update in Dallas; the Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; the Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; HICAP JAPAN in Tokyo; the Hotel Investment Forum India (HIFI) in Mumbai, the Hotel Opportunities Latin America (HOLA) conference in Miami; and the new Hotel Investment Conference Europe (Hot.E) in London.

The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world.



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Who should attend?

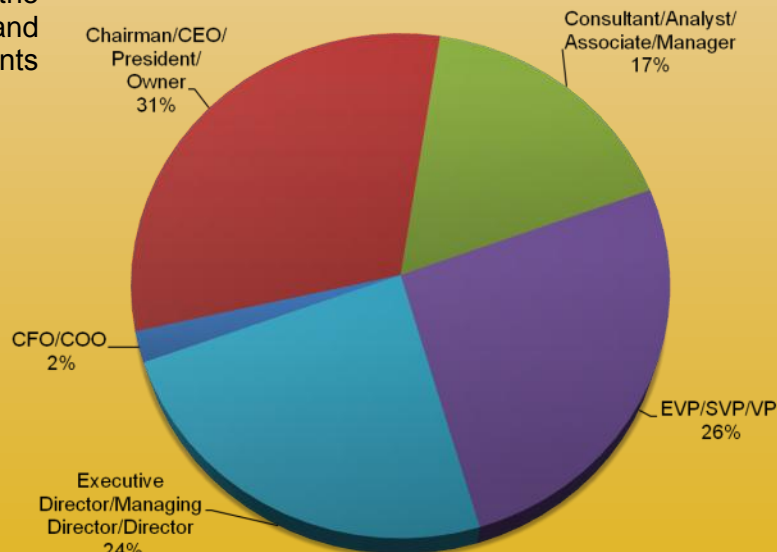


All BHN events attract delegates who are focused on hotel development and investment. With more than 30% of the delegates holding titles such as Chairman, CEO, President, and Owner; BHN conferences have become the “must attend” events for leading companies in the industry.

Who Attends?

- Investors
- Owners
- Lenders
- Developers
- Hotel Chain/Management Company Executives
- Investment Bankers
- Vacation Ownership Executives
- Financial Advisors
- Real Estate & Financial Intermediaries
- Consultants
- Lawyers
- Architects & Designers
- Government/Tourism Officials
- Media

Attendance Profile of HOLA in 2011





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Who Sponsors?

Sponsors and Supporters of BHN events in 2011

Accor	Hospitality Asset Managers Association	Outrigger Hotels and Resorts
AECOM	<i>Hospitality Biz</i>	Pacifica Companies
Aimbridge Hospitality	<i>Hospitality Design</i>	Pan Pacific Hotels Group
American Hotel & Lodging Educational Institute	Hospitality Financial and	Park Hotel Group
American Resort Development Association	Technology Professionals	Park Plaza Hotels & Resorts
Ashford Hospitality Trust	Host Hotels & Resorts, Inc	Paul Hastings
Asian American Hotel Owners Association	<i>Hotel Analyst Asia Pacific</i>	Perkins Coie LLP
<i>Asian Hotel & Catering Times</i>	Hotel Association of India	PKF Consulting
Baker & McKenzie	Hotel Brokers International	Portman Holdings LLC
Bank of America Merrill Lynch	<i>Hotel Business/HJ Exchange</i>	Preston Arza LLP
BCQS International	Hotel Interactive	PricewaterhouseCoopers LLP
Best Western International	<i>Hotel Management International</i>	Proskauer
Brilla Group	<i>Hotel Management Magazine</i>	Puerto Rico Department of
Canyon Equity, LLC	HotelNewsNow.com	Economic Development
Carlson	<i>HOTELS' Investment Outlook</i>	Pyramid Hotel Group
Centro Fox	<i>HOTELS Magazine</i>	QUO
Choice Hotels International, Inc.	HVS	RCI
City of Garden Grove	Hyatt Hotels Corporation	<i>Real Estate Forum</i>
Colliers PKF Consulting USA	InterContinental Hotels Group (IHG)	Red Lion Hotels
Cornell University School of Hotel Administration	Interglobe Hotels	Red Planet Hotels
Cornell-Nanyang Institute	International Finance Corporation	REH Capital Partners, LLC
Credit Agricole Corporate & Investment Bank	International Society of Hospitality Consultants	Remington
Credit Suisse	International Tourism Partnership	Rosewood Hotels & Resorts
Crescent Hotels & Resorts	Interstate (China) Hotels & Resorts	Ryan Lawyers
Crestline Hotels & Resorts	Interstate Hotels & Resorts	Sage Hospitality
Cushman & Wakefield Sonnenblick Goldman	Interval Leisure Group	Scotiabank
Deloitte & Touche LLP	ITC-WelcomGroup	Shangri-La Hotels and Resorts
<i>Developments</i>	ITP Publishing India Pvt. Ltd.	<i>Sleeper Magazine</i>
DLA Piper	Jet Airways (I) Ltd.	Smallwood, Reynolds, Stewart, Stewart (SRSS)
Dolce Hotels and Resorts	Jones Lang LaSalle Hotels	SNR Denton
Eastdil Secured	Jumeirah Group	St. Kitts Investment Promotion Agency (SKIP)
Ernst & Young	Kimpton Hotels & Restaurants	Starwood Hotels & Resorts
<i>Estrategia & Negocios</i>	KSL Capital Partners	STR
Expedia	La Quinta Inn & Suites	Strategic Hotels & Resorts
Express Hospitality (The Indian Express Ltd.)	Latino Hotel Association	Taj Hotels Resorts and Palaces
Farella Braun + Martel	lebua Hotels & Resorts Co., Ltd.	The Leela Palaces, Hotels and Resorts
FelCor Lodging Trust	Lodging Development Group	The Oberoi Group
<i>Financial Times</i>	<i>Lodging Hospitality</i>	Trav Talk (Durga Das Publications Pvt. Ltd.)
Four Seasons Hotels & Resorts	<i>Lodging Magazine</i>	TRAVELCLICK Inc.
Gardere Wynne Sewell LLP	Marriott International, Inc.	Traveltechie.com
GlobalHotelNetwork.com	Mayer Brown JSM	Trilogy Spa Ventures
Golden Tulip & Louvre Hotels	Medical Tourism Association	TTG Asia Media Pte Ltd
Goldman, Sachs & Co., Inc.	MGM Hospitality	UBS Securities LLC
Goodwin Procter LLP	Milbank	UNLV Singapore
Greenberg Traurig	Mincetur	<i>USA TODAY</i>
Haiti Initiative	Molinaro Koger	Viceroy Hotel Group
HEI Hotels & Resorts	National Association of Black Hotel Owners,	Virgin Hotels
Hersha Hospitality Group	Operators & Developers	WATG
HFF	National Golf Course Owners Association	Woodhead
Hilton Worldwide	NH Hoteles	World Travel & Tourism Council
Hodges Ward Elliott	Noble Investment Group	Wyndham Worldwide
Horwath HTL	Onyx Hospitality Group	YOTEL



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Sponsorship Information

Platinum Sponsor Benefits

- Two (2) complimentary registrations to the program and one (1) exhibit pass if exhibiting
- Sponsor's company name and/or logo on all relevant pre, onsite, and post conference publicity materials including the program, advertisements, and websites
- Exhibit space in the exhibit area
- The opportunity to provide a representative from the Sponsor's company to participate in any Program Planning Committee meeting held for the following year's event
- Full-page black & white advertisement in the program handout
- Opportunity to provide a prize for any prize drawing
- Access to the preliminary delegate list

Patron Benefits

All of the above benefits with the addition of:

- Two (2) complimentary registrations to the program (four (4) total)
- One (1) additional exhibit pass (two (2) total)
- *A preferred location* in the exhibit area, with additional space
- Placement of Patron promotional item and/or brochure in the delegate registration area
- Use of a private meeting space onsite, limited availability, first come first served





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Sponsorship Information

HOLA is being held immediately following the conclusion of the Caribbean Hotel & Resort Investment Summit (CHRIS). CHRIS is the leading and most important hotel investment conference for the Caribbean. Combo Sponsorship packages for both CHRIS and HOLA are also available.

CHRIS/HOLA COMBO Platinum Sponsor Benefits

- Two (2) complimentary registrations to CHRIS and two (2) complimentary registrations to HOLA. If exhibiting, one (1) exhibit pass for CHRIS and (1) exhibit pass for HOLA
- Sponsor's company name and/or logo on all relevant pre, onsite, and post conference publicity materials including the program, advertisements, and websites
- Exhibit space in the exhibit area
- The opportunity to provide a representative from the Sponsor's company to participate in any Program Planning Committee meeting held for the following year's event
- Full-page black & white advertisement in the program handout
- Opportunity to provide a prize for any prize drawing
- Access to the preliminary delegate list

CHRIS/HOLA COMBO Patron Benefits

All of the above benefits with the addition of:

- One (1) additional complimentary registration to the program for CHRIS and one (1) additional for HOLA (six (6) total)
- One (1) additional exhibit pass for CHRIS and one (1) additional exhibit pass for HOLA (four (4) total)
- *A preferred location* in the exhibit area, with additional space
- Placement of Patron promotional item and/or brochure in the delegate registration area
- Use of a private meeting space onsite, limited availability, first come first served

For full sponsor benefits and opportunities, please contact:

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