



# HOLA

Hotel Opportunities  
Latin America

MAY 20-21, 2019

Loews Miami Beach Hotel

[www.HOLAconference.com](http://www.HOLAconference.com)

# SPONSOR OPPORTUNITIES



Produced by:



In association with:



Immediately following HOLA



May 21-23, 2019

[www.CHRISconference.com](http://www.CHRISconference.com)



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## ABOUT HOLA

Hotel Opportunities Latin America (HOLA) is the leading and most important hotel investment conference focused on 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 Latin America!*

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 display area at HOLA will be “the place to be” to meet and do deals.

HOLA immediately precedes a second important event, the Caribbean Hotel & Resort Investment Summit (CHRIS). The back-to-back nature of the two events is a great way for the hotel investment community interested in the Caribbean and Latin American region to conduct business while in Miami.

### PRELIMINARY PROGRAM

#### MONDAY, MAY 20, 2019

12:30pm to 1:30pm  
Networking Lunch

1:30pm to 6:00pm  
Sessions

6:00pm to 8:00pm  
Networking Reception

#### TUESDAY, MAY 21, 2019

9:00am to 5:00pm  
Sessions & Lunch

5:30pm to 7:30pm

**HOLA & CHRIS**  
Joint Networking Reception  
with CHRIS delegates





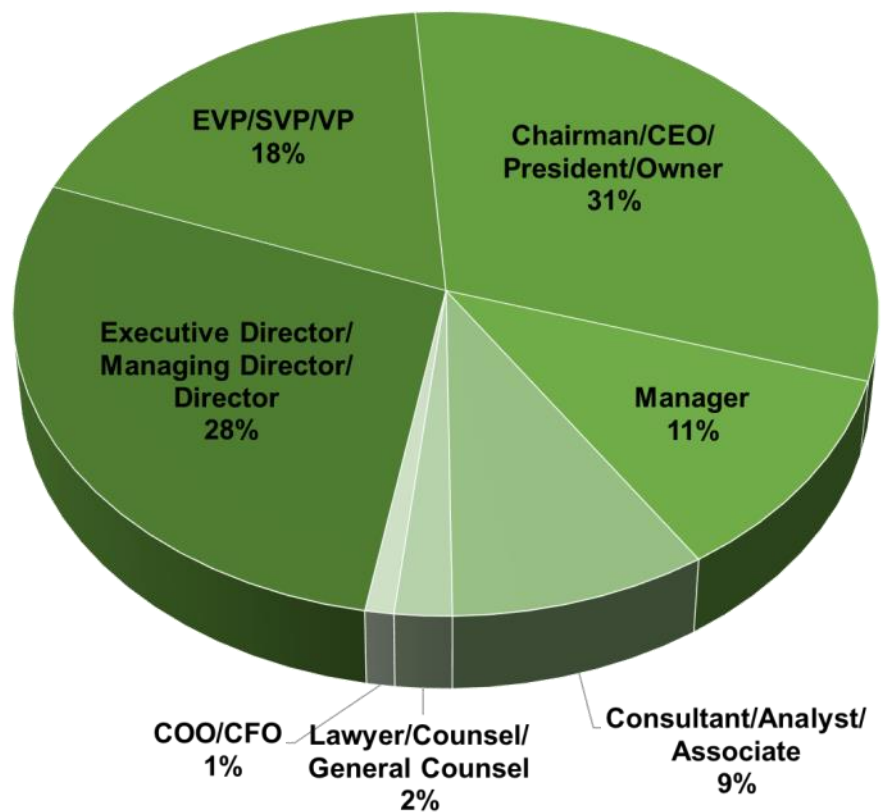
## WHO ATTENDS?

HOLA attracts delegates who are focused on hotel development and investment. With more than 30% of delegates holding titles like Chairman, CEO, President, and Owner, HOLA has become the “must attend” event for leading companies and individuals in Latin America.

### DELEGATES INCLUDE:

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

### 2018 HOLA DELEGATES



## SPONSORSHIP DETAILS

### PLATINUM SPONSOR BENEFITS

- Two (2) complimentary registrations to the program
- One (1) display pass, *if displaying*
- Display space or brochure stand in the display area
- Sponsor's company name and/or logo on all relevant pre, on-site, and post conference publicity materials including the program, advertisements, and websites
- 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
- The 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 [four (4) total]
- One (1) display pass [two (2) total] *if displaying*
- *A preferred location* in the display area, with additional display space
- Placement of Patron promotional item and/or brochure in the delegate registration area
- Use of a private meeting space on-site  
(*limited availability, first-come, first-served*)





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## COMBINATION SPONSORSHIP DETAILS



The HOLA conference is immediately followed by the Caribbean Hotel & Resort Investment Summit (CHRIS). CHRIS is the leading and most influential hotel investment conference for *the Caribbean*. Combination sponsorship packages for CHRIS and HOLA are available to sponsors wishing to participate in both events and maximize their impact on delegates.

### HOLA & CHRIS COMBO - PLATINUM SPONSOR BENEFITS

- Two (2) complimentary registrations to HOLA
- Two (2) complimentary registrations to CHRIS
- One (1) HOLA display pass and one (1) CHRIS display pass, *if displaying*
- Display space or brochure stand in the display area at both HOLA & CHRIS
- Sponsor's company name and/or logo on all relevant pre, on-site and post conference publicity materials including the program, advertisements and websites
- 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 HOLA & CHRIS events
- The opportunity to provide a prize for any prize drawing
- Access to the preliminary delegate list

### HOLA & CHRIS COMBO - PATRON BENEFITS

All of the above benefits, with the *addition* of:

- One (1) complimentary registration to HOLA [three (3) total]
- One (1) complimentary registration to CHRIS [three (3) total]
- One (1) display pass for HOLA [two (2) total] *if displaying*
- One (1) display pass for CHRIS [two (2) total] *if displaying*
- *A preferred location* in the display area, with additional display space
- Placement of Patron promotional item and/or brochure in the delegate registration area
- Use of a private meeting space on-site  
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## WHO SPONSORS?

### PAST PATRONS



BRILLA



### PAST SPONSORS & SUPPORTERS

Aimbridge Hospitality  
Aloft Hotels  
Alvarez & Marsal Real Estate Advisory Services, LLC  
Apple Leisure Group  
American Resort Development Association (ARDA)  
Argentina (INPROTUR)  
Baker & McKenzie  
Banco Sabadell  
BANCOMEXT  
Banyan Tree Mexico Hospitality Fund  
BCQS International  
Best Western Hotels & Resorts  
BHG S.A. - Brazil Hospitality Group  
*Business Travel News*  
Canyon Equity LLC  
Carlson Rezidor Hotel Group  
CBRE Hotels  
Centro Fox  
Choice Hotels International  
City Express Hotels  
Destination Hotels  
*Developments Magazine*  
DLA Piper LLP (US)  
Dolphin Capital Partners  
EY

*Estrategia & Negocios*  
FSC Architects  
FONATUR (Mexico)  
G6 Hospitality  
GlobalHotelNetwork.com  
Greenberg Traurig, LLP  
Grupo Posadas  
Horwath HTL  
Hotel 6 / Estudio 6  
*Hotel Business*  
Hotel Interactive  
*Hotel Management*  
Hôtelier News  
Hotel News Now  
*HOTELS' Investment Outlook*  
Hospitality Asset Managers Association (HAMA)  
Hyatt Hotels Corporation  
IDB  
IHG (InterContinental Hotels Group)  
In Trade  
International Finance Corporation (IFC)  
International Luxury Hotel Association (ILHA)  
International Society Of Hospitality Consultants (ISHC)  
International Tourism Partnership (ITP)  
JLL

Key International/Eden Roc  
La Quinta Inns & Suites  
Latino Hotel Association (LHA)  
*Lodging Hospitality*  
Medical Tourism Association - WellHotel®  
Meliá Hotels International  
Ministry of Tourism of Ecuador  
National Association of Black Hotel Owners, Operators & Developers (NABHOOD)  
NSF StaySafer  
Perspective Group  
PKF Consulting  
Playa Hotels & Resorts  
PR Builders Association  
Preferred Hotel Group  
Preston Arza LLP  
PRO ECUADOR  
Radisson Hotel Group  
Scotiabank  
*Sleeper*  
Starwood Hotels & Resorts  
Sociedad Hoteles del Peru  
*Travel Weekly*  
World Travel & Tourism Council (WTTC)





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## PRODUCED BY:



Northstar Travel Group is the global leader of business intelligence, information, data, research, digital marketing services and events for senior-level professionals in the travel, meetings and hospitality industries. The Northstar portfolio includes; *Travel Weekly*, *Travel Weekly China*, *Travel Weekly Asia*, *TravelAge West*, *Business Travel News*, *The Beat*, *Travel Procurement*, *Web in Travel*, *Phocuswright*, *Burba Hotel Network*, *Successful Meetings*, *Meetings & Conventions*, *Meetings & Conventions China*, *Incentive*, *Association News*, *Sports Travel* and 75 annual events in thirteen countries including leading events such as *Americas Lodging Investment Summit (ALIS)*, *Hotel Investment Conference Asia Pacific (HICAP)*, *Phocuswright*, *TEAMS*, *Web in Travel*, and *Mountain Travel Symposium*. Northstar is also the majority shareholder in *Inntopia*, the leading SaaS e-commerce software, CRM database marketing and predictive analytics business serving the mountain destination, activities, and specialty destination travel markets. Northstar Travel Group is owned by EagleTree Capital and is based in Secaucus, NJ, with offices in New York, NY; Denver, CO; Los Angeles, CA; Winston-Salem, NC; Stowe, VT; Edwards, CO, Glen Ellyn, IL, Costa Mesa, CA, and global offices in Singapore, Beijing, and Shanghai.

## IN ASSOCIATION WITH:



With over three decades of experience, more than 150 events completed to-date, and in excess of 100,000 international delegates, 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; ALIS Law in Los Angeles; ALIS Summer Update; Alternative Ownership Conference Asia Pacific (AOCAP) in Singapore; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; Hotel Investment Forum India (HIFI) in Mumbai; Hotel Opportunities Latin America (HOLA) conference in Miami; Hotel Investment Conference Europe (Hot.E) in London; and HotelsWorld in Sydney.

The BHN website at [www.Burba.com](http://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. BHN is a division of Northstar Travel Group