



**APRIL 25-26, 2017**  
JW Marriott Marquis Hotel Miami  
[www.HOLAconference.com](http://www.HOLAconference.com)

# SPONSOR OPPORTUNITIES



Hosted by:



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

Immediately following HOLA



April 26-28, 2017

[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

#### TUESDAY, APRIL 25, 2017

12:30pm to 1:30pm  
Networking Lunch

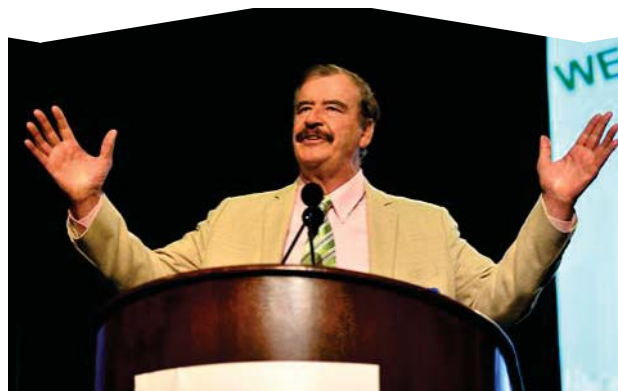
1:30pm to 6:00pm  
Sessions

6:00pm to 8:00pm  
Networking Reception

#### WEDNESDAY, APRIL 26, 2017

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

5:30pm to 7:30pm  
**HOLA & CHRIS**  
Joint Networking Reception  
with CHRIS delegates



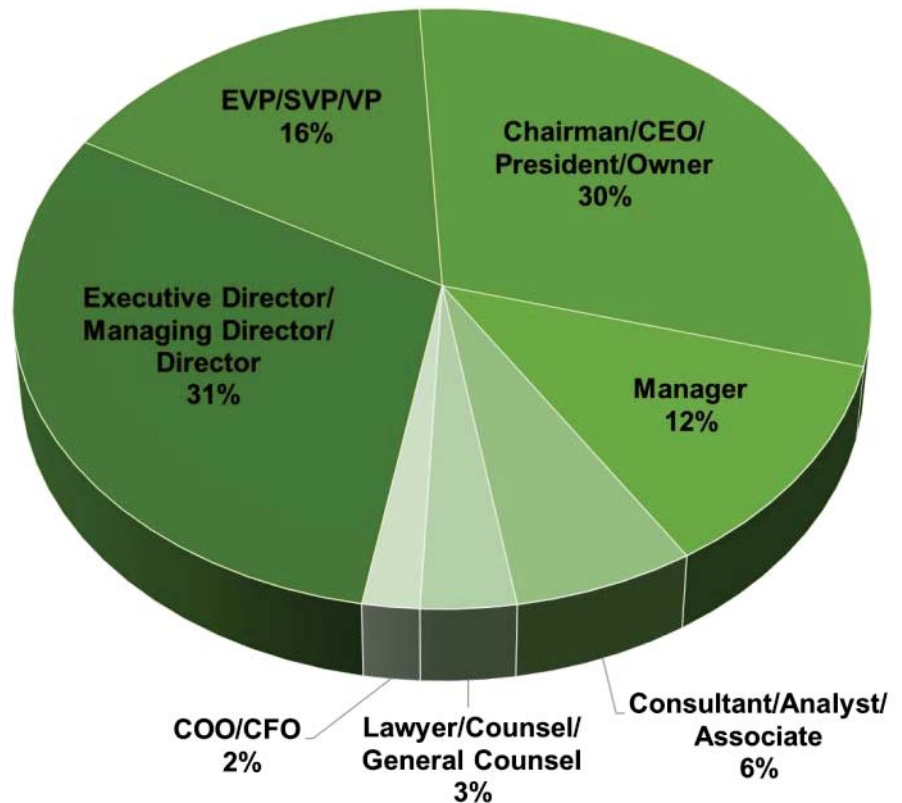
## WHO ATTENDS?

HOLA attracts delegates who are focused on hotel development and investment. With 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

### 2016 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
- Full-page black & white advertisement in the program handout
- 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
- Full-page black & white advertisements in both the HOLA & CHRIS program handouts
- 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  
(*limited availability, first-come, first-served*)



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## WHO SPONSORS?

### PAST PATRONS



### PAST SPONSORS & SUPPORTERS

Aloft Hotels  
Alvarez & Marsal Real Estate Advisory Services, LLC  
Apple Leisure Group  
American Resort Development Association (ARDA)  
Argentina (INPROTUR)  
Baker & McKenzie  
BANCOMEXT  
Banyan Tree Mexico Hospitality Fund  
BCQS International  
Best Western Hotels & Resorts  
BHG S.A. - Brazil Hospitality Group  
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*  
FONATUR (Mexico)  
GlobalHotelNetwork.com  
Greenberg Traurig, LLP  
Hilton Worldwide  
Horwath HTL  
Hotel 6 / Estudio 6  
*Hotel Business*  
Hotel Interactive, Inc.  
*Hotel Management*  
Hôtelier News  
Hotel News Now  
*HOTELS' Investment Outlook*  
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  
National Association of Black Hotel Owners, Operators & Developers (NABHOOD)  
NSF StaySafer  
Perspective Group  
PKF Consulting  
Playa Hotels & Resorts  
Preferred Hotel Group  
Preston Arza LLP  
PRO ECUADOR  
Scotiabank  
*Sleeper*  
Starwood Hotels & Resorts  
Sociedad Hoteles del Peru  
World Travel & Tourism Council (WTTC)



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## ABOUT THE HOST



With three decades of experience, over 130 events completed to-date, and more than 90,000 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; and Hotel Investment Conference Europe (Hot.E) in London.

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.

### *Connect the Dots...*

*And Open a World  
of Hotel Investment  
Opportunities*

 Current BHN Conferences

