



BOARD COMMITTEE "CHARTER" WORKSHEET & 2021 OBJECTIVES

Today's Date: 06/16/2021

Name of Committee: Hospitality Expo and Tradeshow – The HEAT

Date: Wednesday, August 25, 2021

Location: Hilton Orlando

Chairperson: Jill Cooper, Blown Away

Co- Vice Chairpersons: Brad Boland - Innovative Hospitality Partners, Siegbert Kindl – Crowne Plaza Orlando, Wade Michael - StayBridge Suites – Orlando Royale Parc Suites and Paul Schmidt – Regal Palms Resort & Spa

Allied Liaison: Barbara Bombalier, WELBRO Building Corp

Charter (reason for being): To provide an annual First Class Business to Business or Member to Member tradeshow for the CFHLA Membership.

2021 GOALS RELATED TO THE 2021 BUSINESS PLAN

- 1) Conduct event during the month of August at a Convention Center Hotel.
- 2) Achieve goal of 750 Lodging attendees and 13 corporate sponsors.
- 3) Market tradeshow to all lodging executives in the Southeast region of the U.S utilizing the following strategies:
 - Inviting and encouraging Central Florida Lodging Executives to forward invitations to colleagues at sister properties.
 - Securing email addresses of Florida based Lodging Executives for CFHLA Tradeshow invitations.
 - Continue to implement the 2 postcard mailings to all Florida Lodging establishments, utilizing a State of Florida listing of all Florida Lodging establishments.
 - Maintain a one-day marketing blitz of HEAT Committee Members visiting Central Florida Lodging Executives, to personally invite to the Tradeshow.
 - Distribute, via email, updated HEAT videos: Lodging Recruitment and Vendor Recruitment.
 - Maintain an email strategy encouraging all Vendors to distribute email invites to their list of Lodging clients
 - Pilot a HEAT Task Force for marketing Lodging participation purposes
- 4) For added Lodging ownership, establish a Lodging member to serve as Vice Chairperson of the Planning Committee.
- 5) Maintain show hours:
 - Set-up – the day prior from 2 pm to 7 pm
 - If applicable, provide a continental Breakfast for exhibitors 8am-9am on the tradeshow floor
 - Luncheon from noon to 2 pm via Chef Challenge on the tradeshow floor
 - Exhibit hall hours: 10am – 3pm
 - Award presentations 2:30 pm
- 6) Maintain corporate sponsorship of \$2,900 with a minimum of 13
- 7) Continue the following sponsorships for 2021:
 - Email Banner - \$1,500
 - Carpet Cling – 4 @ \$ 300 each
 - Lounge Naming Opportunity (Sign Only) \$ 1,000 for Exhibitor
 - Lanyard Sponsor - \$2,800
 - If applicable, Breakfast donated for vendors

(Hospitality Tradeshow Committee 2021 Charter – continued)

- 8) Maintain booth fee schedule for Vendor participation:
\$950 for any booth within first 100 - \$999 for all booths after first 100
- 9) Maintain/Promote a theme
- 10) Continue to enhance sponsorship by adding sponsor signage near registration desk and staging area
- 11) Maintain the week of Online Auction (goal: \$4,500)
- 12) Maintain waiving of parking fees to accommodate Vendors for set-up and day of event parking.
- 13) Maintain day of event program booklet featuring ½ page advertising (10 at \$350 each. Maintain Super HEAT Booklet Listing to include the company logo (Goal: 30 at \$50 each)
- 14) Maintain the Vendor email list to give tips to help attract business to each booth and to promote email marketing “blasts” to their lodging contacts.
- 15) Maintain signage of First Time Exhibitors, VIP Member Exhibitors and HEAT Sponsors.
- 16) Maintain the HHRA Educational Seminar
- 17) Limit Exhibitor badges to 3 per booth. Additional Badges will cost \$100 each with a maximum of 4 badges per booth.
- 18) Continue to conduct the Ultimate Chef Competition on the tradeshow floor. Maintain the following items:
 - The F & B Council will coordinate the judging and rules for judging
 - Maintain a larger booth area for food booths
 - Maintain two sponsorships of \$2,000 each
- 19) Maintain Wine Raffle sales of \$2,000
- 20) Maintain non-exhibitor allied tradeshow attendee pass fee of \$1,500.
- 21) For 2021 VIP Members shall receive the following benefits relating to the tradeshow:
 - Priority booth selection
 - Maintain the VIP Bingo Card program to obtain stamps when VIP Booths are visited – raffle a prize (\$50 must be contributed by each VIP Company to participate) OR VIP “Row”
 - Maintain Special signage at booth, stating 2021 VIP Member
- 22) Continue to highlight 2021 Silver Allied Members the annual HEAT Booklet
- 23) After the event, conduct a survey of Exhibitors.
- 24) Maintain the HEAT mobile app
- 25) Maintain partnership with Map Dynamics.
- 26) Secure site/date for 2022 event.

Thank you for your continued support.