



Conference Sponsor Package 2011

Lakeway Resort and Spa
Austin, TX
November 13 – 15, 2011

**Exhibit Booths are open Monday, November 14 from 8AM to 2PM
Set up will be Sunday evening from 4PM to 7PM or 7AM on Monday morning**

***HEAT invites you to participate as a sponsor and partner in support of
association activities promoting hospitality career education.***

The Hospitality Educator Association of Texas (HEAT) is the only organization of its kind in Texas to further professionalism for secondary educators teaching hospitality and tourism programs. HEAT is committed to providing the best resources for our educators and students. We hope to have you as a part of our team.

HEAT members expand their knowledge of hospitality, hotel, restaurant, culinary arts, travel and tourism industries through networking, area meetings, professional development conferences and access to cutting edge resources. HEAT supports recognition of student achievement with cash scholarships and recognizes contributions from business and industry.

We hope you will be able to support the hospitality and tourism industry by participating as a sponsor of the Conference. This year's HEAT Conference is being held at the Lakeway Resort and Spa on Lake Travis in Austin, Texas. We look forward to having over 150 culinary arts and hospitality teachers in attendance from across the state.

Several conference sponsorship opportunities are available to provide you exposure in front of educators preparing young adults for careers in hospitality. If you would like to customize a sponsorship by providing an event or "perk" for our attendees that is not listed on the sponsorship form, please contact Bunny Denton at bunny.heat@gmail.com or 832.364.6795.

Sincerely,
Bunny Denton
HEAT Association Manager

2010 Sponsors:

e.e.tours
food for thought



Texas Restaurant Association
EDUCATION FOUNDATION



Sponsorship Opportunities 2011

Title Sponsor POSITION ON BOARD GLOBAL MARKETING PACKAGE PROMINENT WEBSITE PLACEMENT	\$5,000
Global Marketing Package CONFERENCE PACKAGE <ul style="list-style-type: none">○ Premium exhibit table placement at conference○ Listing as sponsor in conference material○ Logo signage at registration area and outside general session room○ Option to include your material in conference registration bags○ Conference Registration for 2○ HEAT Membership	\$2,500
Conference Sponsor <ul style="list-style-type: none">○ Listing as sponsor in conference promotional material○ One table-top exhibit and preferred exhibit table placement at conference○ Listing in conference program guide as a conference sponsor○ Option to include material in registration bags○ Logo signage at the registration area and outside general session room○ Conference Registration for 1○ HEAT Membership	\$1,500
Conference Reception Sponsor <ul style="list-style-type: none">○ Logo signage at reception○ Preferred exhibit table placement at conference○ Listing in conference program guide as reception sponsor○ Listing as sponsor in conference promotional material○ Conference Registration for 1○ HEAT Membership	\$1,000
Conference Luncheon Sponsor <ul style="list-style-type: none">○ Logo signage at luncheon○ Exhibit table○ Listing in conference program guide as Luncheon sponsor○ Listing as sponsor in conference promotional material○ Conference Registration○ HEAT Membership	\$500
Board Breakfast Sponsor <ul style="list-style-type: none">○ An introduction during breakfast with opportunity to speak for 5 minutes○ Listing in conference program guide as Breakfast sponsor	\$300
Exhibitor <ul style="list-style-type: none">○ One six foot skirted table and listing in conference material○ Monday Lunch Table with table assigned to your company○ Two breakfasts and two lunches	\$175
Exhibitor <ul style="list-style-type: none">○ One six foot skirted table and listing in conference material (No food)	\$100
Exhibitor Conference Attendee Package <ul style="list-style-type: none">○ One six foot skirted table and listing in conference material○ Monday Lunch Table with table assigned to your company○ Registration for 1 to all conference events and meals	\$300
Scholarship Donation <ul style="list-style-type: none">○ HEAT awards scholarships to graduating high school seniors who are pursuing a career in the Hospitality Industry○ Listing in scholarship material○ Listing in newsletter as a scholarship donor	\$250

Sponsorship/Exhibitor Contract

Complete and return this contract to hold your space. Remember, booth assignments are made on a first-come, first-served basis. For fastest processing of your request, fax contract to 832-603-4952. You can also mail the contract and payment to 4302 West Pear Street, Pearland, TX 77581. Payment for this contract is due by October 28, 2011. With the execution of this contract, the exhibitor agrees to lease space at the HEAT conference November 13-15, 2011. Cancellations received in writing by October 28, 2011 will receive a full refund. No refunds will be given after October 28, 2011. If payment is not received by October 28, 2011, contract is void.

I. CONTRACT INFORMATION:

Please e-mail company logo in TIFF or EPS format only to bunny.heat@gmail.com by October 21. GIF or TIF preferred. Jpeg images saved from website will result in poor quality image. Please also email a description of your company/exhibit to be included in our conference program.

Company

Contact Name and Title

Address

City State Zip

Phone and Fax

Email

_____ Yes I would like an exhibit booth.

_____ **Yes I would like to include a door prize, giveaway or silent auction item. Please Contact Bunny Denton at bunny.heat@gmail.com with details.**

II Exhibit Information – Only if you want an exhibit table on Monday during the conference.

Booth Personnel – Please list how you would like the information to appear on your name tag.

Name Title

Name Title

The rate allows for two (2) representatives per exhibit contract. Contact Bunny Denton @ 832-364-6795 if exhibits are more than 18" tall or require electricity. 2 lunches and 2 breakfasts are included for all rates \$175 and above. If you would like to purchase additional breakfast or lunches please note below.

_____ Breakfast.....\$15.00 each
_____ Lunch.....\$25.00 each
_____ Electricity Charge.....\$25.00

III. PAYMENT:

Total Amount Due: \$ _____

IV. AGREEMENT: Contract Agreement

The exhibitor agrees that neither HEAT, Lakeway Resort and Spa nor any of their officers, directors, members, agents and employees shall be held liable for any damage, loss, harm or injury to the person or property of the exhibitor or any of its officers, directors, agents or employees, resulting from theft, fire, water, accident or any other cause. The exhibitor shall indemnify, defend and hold harmless HEAT, Lakeway Resort and Spa and their officers, directors, members, agents and employees from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the exhibitor or any of its officers, directors, agents or employees.

Signature of authorized signer