



IH&RA 42nd Annual Congress  
28-30 October 2005  
Beijing, China



## CONGRESS GALA EVENING BEIJING FOOD STREET

**Sunday 30 October 2005**

**25 000 €** (exl tax)

### **Exclusive Visibility**

The IH&RA Congress is a high-profile, VIP event offering 3 days of education and networking for international and Chinese hospitality executives.

The Congress ends with a festive black-tie **Gala Evening** with cocktail and dinner inspired by the food streets of ancient Beijing. As a sponsor of this exclusive event, the highlight of the Congress, you will get access to an audience of key decision makers and leading executives and thus ensure prime visibility of your company name.

### **Sponsor benefits:**

- 3 complimentary Congress registrations.
- 3 complimentary Gala Evening invitations.
- Corporate recognition on signage in the cocktail/dinner area or at the entrance of the cocktail/dinner area.
- Speaking opportunity during the dinner and possibility to show a brief company video.
- Coverage in one of IH&RA pre-congress e-newsletters
- Advanced exposure on the IH&RA website under our corporate sponsors focus, with a hyperlink to your web site.
- Coverage in one of IH&RA pre-congress e-mailings sent to approx. 10 000 international contacts.
- Booth in the exhibition area of the Congress.
- Your company will feature in the congratulatory listing in the on-site Congress Programme.
- Possibility to insert your company literature in the Congress Welcome Bags distributed to all attending participants.

**The cost of this sponsorship package is 25 000 €  
(+ VAT 19.6% when applicable)**