

Conference Opportunities

Reach Out to Your Target Audience at Major Industry Events

3,500+ conferences each year are held in THN partner hotel properties

70% of recommended attendee hotels are THN partner hotels

At conferences held outside hotels, the headquarter hotel is a THN partner property

75% of the time

For more information about Conference Opportunities, please contact:

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Overview:

The Hotel Networks invites you to showcase your company in our upscale hotel space during conferences, tradeshows and events that matter most to your business. Every year more than 3,500 conferences are held throughout the United States, at our partner hotel properties. These events attract millions of attendees from all over the world. By partnering with The Hotel Networks during a conference, you can spread awareness of your brand, reaching conference attendees as well as a national audience of affluent, influential professionals staying in our partner hotels.

The Opportunity:

The Hotel Networks offers three major touch points for making your brand stand out during a conference. Utilize the platform that works best for your brand or use all three in harmony to add a 360° emphasis to your campaign:

1. Traditional Television Advertising: The THN SuperBlock
 - Run a schedule of national in-room television commercials across The Hotel Networks block of popular cable networks
 - Your media schedule will run in THN's national universe of 370,000 upscale and business-class hotels around the United States
2. Interactive/VOD Advertising:
 - House long-form video advertising/entertainment content in the hotel interactive menu system
3. Promotional Advertising & Marketing:*
 - Product Sampling
 - Branded Promotions & Premiums

Sample Properties in Major Conference Cities:



Hilton New York
New York, NY



Hilton Anaheim
Anaheim, CA



Hilton Chicago
Chicago, IL



Hyatt Regency Dallas
Dallas, TX



Marriott Wardman Park
Washington, D.C.



Rosen Center Hotel
Orlando, FL



Manchester Grand Hyatt
San Diego, CA



Hilton New Orleans Riverside
New Orleans, LA

Testimonials:

"I was truly amazed at the response that we received from our advertising through The Hotel Networks at the two trade shows that we just attended. Your advertising offering was perfect for driving significant awareness of our new product during these shows while having the ability to be tailored to the budget constraints of a smaller company."

- Mike Bucci, President K&M of VA, Incorporated

"Philips Healthcare has had great success using The Hotel Networks for targeted messaging at trade shows. The spots that we run with THN break through the clutter and create a buzz among the attendees."

- Lisa Carney, Advertising Manager of Philips Healthcare

"As producers of a feature film about to premiere at a major festival, we were looking for a means of advertising our film. The Hotel Networks offered us a program to play our trailer in hotel rooms nation wide... Our website traffic took a massive jump by close to 65% the week that the full trailer was played. We later learned that the attendance for our film was way above average for our time slots... thanks to The Hotel Networks."

- Triplicity Entertainment

*Promotional opportunities subject to sponsor and exhibitor agreements



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