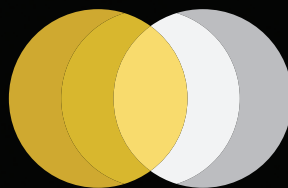




PRESENTING...



AHICE

AUSTRALASIAN HOTEL INDUSTRY
CONFERENCE & EXHIBITION
SYDNEY, 2010

hosted by





BACKGROUND:

The Intermedia Group and the Australian Hotels Association (AHA) are proud to announce a strategic partnership involving the formation of the **Australasian Hotel Industry Conference and Exhibition (AHICE)**.

The Intermedia Group is Australia's largest privately-owned trade publishing company and the AHA is the nation's peak body for the hotel industry.

This will be the opportunity for the Australasian hotel community to meet some of their leading contemporaries and hear how the best are getting it done.

AHICE is the must attend event for CEOs, hotel executives, general managers, tourism leaders and major suppliers of goods and services to the hotel industry in Australia, New Zealand and the South Pacific.

We have planned panel sessions on individual hotel departments and a series of general interest sessions on the major issues affecting hotels and the industry at large.

SPONSORSHIP:

The conference and exhibition provides the opportunity to showcase your company, launch new products, network, build on existing relationships, meet the industry leaders and create brand awareness while also connecting with the decision makers in the hotel industry.

As a face-to-face marketing channel, AHICE saves you time and money by shortening the sales cycle. AHICE is your best opportunity to connect with hoteliers from Australia, New Zealand and the South Pacific to generate new leads, close deals and expand your market share.

WHO WILL ATTEND?

The program will be relevant for:

- CEOs, Vice Presidents, Area Directors and Hotel Executives
- General Managers, Hotel Managers and EAMs
- Marketing and Communications Managers
- Directors of Sales and Sales Managers
- Front Office Managers and E-Commerce Managers
- Procurement Managers and Purchasing Managers
- Food & Beverage Directors and Managers
- Rooms Division Managers
- Human Resources Managers
- Recruitment Companies and Training Organisations
- Real Estate Companies
- Financial Services Companies
- Hotel Owners, Developers and Fund Managers
- Leading suppliers of goods to the hotel industry (from bedding to technology, guest amenities and foodservice companies)

WHEN: Friday, September 3

WHERE: Swissotel, Market St, Sydney

AHICE – DRAFT CONFERENCE PROGRAM

Friday, September 3, 2010

7:30am-5:00pm

Registration

8:40am-8:50am

Opening remarks and door prizes

8:50am-9:15am

Guest speaker (1)

9:15am-10:15am

AHICE Leader's Forum – Asia Pacific in the spotlight

10:15am-11:15am

Breakout session 1A: Fresh Brands

Breakout session 1B: Food & Beverage – Bar Trends

Breakout session 1C: Online Reservations & Marketing

11:15am-11:45am

Morning tea in exhibition area

11:45am-12:45pm

Breakout session 2A: Trends in Apartment Hotels

Breakout session 2B: Food & Beverage – Restaurant Trends

Breakout session 2C: In The Wilderness: Challenges For Resorts

12:45pm-1:30pm

Networking lunch next to exhibition area

Forum: Environmentally Sustainable Design

1:30pm-2:30pm

Breakout session 3A: Young Leaders Forum – Ideas From Leaders

Breakout session 3B: PR & Marketing – The Essentials

Breakout session 3C: Human Resources – Issues In Play

2:30pm-3:30pm

Breakout session 4A: Young Leader's Forum – Working The Media

Breakout session 4B: Franchising – The Great Debate

Breakout session 4C: Technology Trends

3:30pm-4:00pm

Afternoon tea in exhibition area

4:00pm-4:30pm

Guest Speaker (2)

4:30pm-4:40pm

Closing remarks

6:30pm-11:30pm

2010 HM Awards - Doltone House, Pyrmont, Sydney

Accommodation

A range of special accommodation rates will be available for delegates at AHA member hotels.

Contact us

To find out more about exhibiting and sponsorship opportunities at AHICE, call Adam Daff at Intermedia on +61 (0)2 9660 2113 or direct +61 (0)2 8586 8207 or +61 416 476 877 or email adaff@intermedia.com.au.

**Note: Sessions are subject to change.*