

# 2016

## Customer Conference

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Prospectus



# Newmarket's Annual Customer Conference

Newmarket®, an Amadeus company, delivers proven business solutions for hospitality organizations. With more than 40,000 installations and 150,000 users in over 154 countries worldwide, Newmarket offers solutions for sales and marketing automation, catering and events, workflow management, service optimization, property maintenance, meeting intelligence, customer relationship management, and guest loyalty, enabling hospitality professionals to work smarter. Newmarket's expertise in complementary hospitality solutions combined with Amadeus' global scale,

reach and expertise in core IT areas represents a compelling end-to-end solution for empowering hospitality organizations to lower costs and increase revenue, while improving customer satisfaction and guest loyalty.

The 2016 Customer Conference is an annual global gathering of Newmarket customers and partners. Attendees receive an insider's view into how to progress from maintaining technology to delivering innovation, with tailored roadmaps and educational sessions that help them achieve business goals.

Take advantage of this opportunity to put your solutions and services in front of this exclusive audience of hospitality professionals with influence and buying power. As a sponsor and/or Exhibitor at this year's event, you will have the opportunity to:

- \_ Meet with customers and peers
- \_ Build closer relationships
- \_ Exchange ideas
- \_ Demonstrate your latest products and services
- \_ Develop new business



## Dates and Location

May 17-20, 2016  
The LINQ Hotel and Casino  
Las Vegas, Nevada, USA

## Contact Information

To become a Sponsor, please contact  
Melanie Smith at +1 603.430.6739  
or [mesmith@newmarketinc.com](mailto:mesmith@newmarketinc.com)

# The 2016 Experience

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## Networking Opportunities

Breakfasts, lunches, Welcome Reception, Evening Events, and the Lounge are all open to networking. Connect with others via the mobile app, or engage with them on-site!

## Customer Appreciation Event

Newmarket personnel, event speakers, partners, and customers enjoy an informal evening with inspired entertainment.

## Education

Sessions are designed to help attendees get maximum value from their solutions with an in-depth training by specialized instructors, and customers who share real life stories. Attendees have the option to experience "A day in the life," learning not only product features and benefits, but also how to be successful in their track!

## Present your best self

Practical demonstrations of Newmarket and partner solutions are featured in a welcoming, collaborative environment. Sponsorship package variety means we can work together to represent your brand in the best way possible!

## Expert Chats

Attendees share ideas and talk with Newmarket product, service and support staff in a focus-group environment designed to engage and inspire.

## Time to Explore

The Lounge offers time for relaxing, networking with fellow attendees, getting caught up on social media, checking email, and grabbing a bite to eat. Sponsored by the Diamond Partner Sponsor, this is a space destined for a mid-day refresh.

### Visit:

[www.newmarketinc.com/customerconference](http://www.newmarketinc.com/customerconference)

for more information

# Schedule at a Glance

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## Tuesday May 17, 2016

- 12:00P – 9:00P Conference Registration
  - 6:00P – 9:00P 2016 Welcome Reception
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## Wednesday May 18, 2016

- 7:30A – 12:00P Breakfast/Networking/General Sessions
  - 12:00P – 2:00P Lunch
  - 2:00P – 5:30P Afternoon Education Sessions
  - 7:00P – 10:00P Customer Appreciation Event
  - 10:00P – 12:00A Afterglow
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## Thursday May 19, 2016

- 7:30A – 9:00A Breakfast
  - 9:00A – 12:00P Morning General Sessions
  - 12:00P – 2:00P Lunch
  - 2:00P – 5:30P Afternoon Education Sessions
  - 5:30P – 7:00P Cocktail Party
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## Friday May 20, 2016

- 7:30A – 9:00A Breakfast
- 9:00A – 12:00P Morning Education Sessions
- 12:00P – 2:00P Luncheon, Closing Keynote
- 2:00P -- Conference Adjourns

\*Subject to change



### The LINQ Hotel and Casino

Located right in the center of the Las Vegas Strip, The LINQ Hotel & Casino is the social hub for trend-setters and partiers alike.

Voted the best of Las Vegas 2015

# Sponsor Opportunities

## Diamond Partner Sponsor **\$30,000**

Sponsor the Cloud Lounge. Signage will be branded for your organization, and contents will create a comfortable atmosphere to network between sessions and enjoy refreshments. Refreshment tables will feature the Sponsor name and logo, entertainment items will also showcase Sponsor logo.

- Promoted post to advertise in Mobile App
- Participation in conference General Session Presentation
- 60-second Sponsor spotlight advertisement aired during General Session (video to be provided by Sponsor\*)
- Up to four (4) company representatives (additional representatives at a discounted rate\*\*)
- 75-word Company Description on website and mobile app (copy to be provided by sponsor\*)
- Company Logo on Event Signage
- Brief video interview during event to be circulated via blog/social during 2016
- Sponsorship recognition during Welcome Reception and General Sessions
- Networking area during Welcome Reception
- Company name, logo and hyperlink on conference communications
- Mention and SEO link back to your home page in a Customer Conference Blog Post
- Dedicated, co-branded, pre-conference email communications (copy to be provided by sponsor\*)
- Inclusion in social media messaging
- Pre-conference registration list (provided 2 weeks prior to event)
- Post-conference registration list (provided 1 week after event)

\*Content subject to Newmarket approval

\*\* \$1,795 per additional ticket, limit 2

## Platinum Sponsor **\$10,000**

Sponsor the Cocktail Reception. Throughout the reception, guests will be encouraged to use a creative hashtag of your choice (subject to Newmarket approval\*) to expand your brand presence and reach. Photos will be printed to the PhotoBox and showcased. Branding opportunities within the Cocktail Reception will be maximized.

- 60-second Sponsor spotlight advertisement aired during General Session (video to be provided by Sponsor\*)
- Promoted post to advertise in Mobile App (at an additional fee\*)
- Up to two (2) company representatives (additional representatives at a discounted rate\*\*)
- 75-word Company Description on website and mobile app (copy to be provided by sponsor\*)
- Company Logo on Event Signage
- Brief video interview during event to be circulated via blog/social during 2016
- Sponsorship recognition during Welcome Reception and General Sessions
- Networking area during Welcome Reception
- Company name, logo and hyperlink on conference communications Mention and SEO link back to your home page in a Customer Conference Blog Post
- Dedicated, co-branded, pre-conference email communications (copy to be provided by sponsor\*)
- Inclusion in social media messaging
- Pre-conference registration list (provided 2 weeks prior to event)
- Post-conference registration list (provided 1 week after event)

\*Content subject to Newmarket approval

\*\* \$1,795 per additional ticket, limit 2

Dates and Pricing Subject to Change

# Sponsor Opportunities

## Gold Sponsor **\$7,500**

Sponsor a Charging Station where guests can secure their phones in a modern LED-lit cube to charge their devices, using a keycard. Charging stations to be placed in the Lounge, as well as a high-traffic general session room for optimal use.

- 50-word Company Description on website and mobile app (copy to be provided by sponsor\*)
- Promoted post to advertise in Mobile App (at an additional fee\*)
- Up to two (2) company representatives (additional representatives at a discounted rate\*\*)
- Company Logo on Event Signage
- Company name, logo and hyperlink on conference communications Mention and SEO link back to your home page in a Customer Conference Blog Post
- Inclusion in social media messaging
- Pre-conference registration list (provided 2 weeks prior to event)
- Post-conference registration list (provided 1 week after event)

\*Content subject to Newmarket approval

\*\* \$1,795 per additional ticket, limit 2

## Silver Sponsor **\$5,000**

- One (1) company representative (additional representatives at a discounted rate\*\*)
- Promoted post to advertise in Mobile App (at an additional fee\*)
- 25-word Company Description on website and mobile app (copy to be provided by sponsor\*)
- Company Logo on Event Signage
- Company name and hyperlink on newmarketinc.com website
- Pre-conference registration list (provided 2 weeks prior to event)
- Post-conference registration list (provided 1 week after event)

\*Content subject to Newmarket approval

\*\* \$1,795 per additional ticket, limit 2

## Partner Attendee **\$2,295**

- One (1) company representative
- Post-conference attendee list (provided 1 week after event)

Dates and Pricing Subject to Change



# Shaping the future of hospitality technology

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## Find out more

For further information, visit  
**newmarketinc.com** or speak to your  
Newmarket Account Manager today.

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## Find Us on

