



**Thank you for your dedicated support of HOTEC Operations 2019!**

To ensure sure your participation in HOTEC Operations goes smoothly, we have prepared this Supplier Service Kit with information available to promote your success at the event!

Here is what is included in this Kit:

- General Information..... Page 2
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- Top Tips for a Successful Event.....Page 5
- Link to Order Electric & Additional AV Services HERE [Electric & AV Services](#)

Our goal is to provide excellent service and help you have a successful event. Please do not hesitate to contact myself or Chris Correa with any questions you may have regarding the event.

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## GENERAL INFORMATION

**1. TABLE PACKAGE:** Your table package includes (1) 6' draped table; your table will be **(6'x30") 6ft wide by 30" in depth**, 1-4 standard chair(s) (# based on delegate package), and a table sign with your company name and location. **Please note: Pop up displays are prohibited. Taping, nailing and/or hanging any signs or banners on the walls is prohibited.**

**2. SET UP:** Suppliers will have access to the ballroom to begin setup of your table on **Sunday, June 2nd from 11:00am to 5:00pm** and **Monday, June 3<sup>rd</sup> from 7:00am to 8:30am**. All tables should be ready by **8:30am Monday** morning.

**3. SHIPPING:** Please ship any materials to the following address. The following information **must** be included on all packages to ensure proper delivery.

**Eau Palm Beach Resort & Spa  
HOTEC Operations 2019**

ATTN: Darrin Federer; **YOUR Company Name Here**; June 2-5, 2019  
100 South Ocean Boulevard  
Manalapan, FL 33462  
Phone: (561) 533-6000  
(# of packages in shipment)

- Packages may begin arriving at the resort starting **Tuesday, May 28<sup>th</sup>**
- First 10 packages received will be complimentary. \$5.00 per package after that with charges going to incidentals account.

**4. DISMANTLE:** **Dismantle begins Tuesday, June 4<sup>th</sup> at 4:30pm**. To expedite the process for outbound shipments, please have pre-labeled and completed outbound shipping labels for each package. Boxes, packing tape, and shipping supplies are available through the Business Center. Pick up of outbound packages by all non-standard couriers (other than FedEx or UPS) must be coordinated by the supplier and pick-up should be scheduled for Wednesday, June 5<sup>h</sup> between 9am and 5pm.

**Once you have labeled and taped your boxes, please leave the boxes on your table and the hotel will collect them.**

**5. ELECTRIC:** **All suppliers are responsible for their own electrical, if needed.** Please arrange your electrical order directly with the Eau Palm Beach Resort & Spa. Within this service manual you will find the Electrical Order form which should be submitted to Eau Palm Beach Resort & Spa along with your credit card authorization form at least 14 business days prior to the event. On-site orders will be charged 20% premium.

**6. HIGH SPEED INTERNET:** Wi-Fi is complimentary within the meeting space at Eau Palm Beach Resort & Spa. If you would like to purchase a hard line for your table please complete the Exhibitor Service Order Form.

**7. BROCHURES:** It is recommended that marketing collateral is limited to (100-125) pieces per table. Suppliers are encouraged to carry-in their materials on the day of the event. For those suppliers purchasing electricity, consider bringing a laptop to showcase company products/services during your one-to-one appointments.

**8. SUPPLIER BADGES:** Please pick up your badges and welcome packet at the HOTEC OPERATIONS registration desk on **Sunday, June 2nd from 2:00pm to 5:00pm**.

**9. APPOINTMENT SETTING:** The appointment system will open for selections on **Monday, May 13<sup>th</sup> and close Friday, May 24<sup>th</sup>**. Both suppliers and buyers will be able to rank those who they are interested in meeting with. The system will auto-match appointments based on your selections and rankings.

All finalized appointment schedules will be provided on **Monday, June 3<sup>rd</sup> after the keynote**. Each appointment will be twenty minutes in length followed by five minutes for the buyers to transition to their next appointment.

**Appointment System Deadlines** *\*subject to change*

Profiles Open for Updates	March 11 <sup>th</sup> , 2019
Profiles Closed for Updates	April 19 <sup>th</sup> , 2019
Open for Selections	May 13 <sup>th</sup> , 2019
Closed for Selections	May 24 <sup>th</sup> , 2019
Schedule available for preview	May 29 <sup>th</sup> , 2019

**10. HOTEL RESERVATIONS:** **Included in your package are 3 nights' hotel accommodations (June 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup>)**. Should you choose to arrive prior to the event or stay after the event, please contact Janelle Worton at [jworton@questex.com](mailto:jworton@questex.com). **If there is availability, we will let the hotel know about your reservation. The hotel will require a credit card number at the time of check in.** A group rate of \$225 (taxes/fees included in that price) will be made available for 3 days pre or post-event stay options based upon the hotel's availability.

**11. TRANSPORTATION:** Included in your package is transportation to and from the airport. Transportation will be provided for arrivals into Palm Beach International Airport (PBI) or Fort Lauderdale Airport (FLL) on Sunday, June 2<sup>nd</sup> and departures on Wednesday, June 5<sup>th</sup>. **Please be sure to update your profile within the appointment system with your accurate flight details. Early arrivals and late departures will be responsible for their own transportation to and/or from the airport.**

**12. DRESS CODE:**

- Sunday Evening's Welcome Reception – Business Casual (jackets optional, not required)
- Appointments – Business Attire (tie not necessary)
- Monday's Group Activity & Networking Dinner – Casual
- Tuesday's Closing Reception – Business Casual (jackets optional, not required)

## HOTEC Operations 2019 Event Schedule

### Sunday, June 2, 2019

2:00 PM - 5:00 PM Registration | Hospitality Desk Opens  
11:00 AM - 5:00 PM Supplier Table Set-Up  
6:00 PM - 8:30 PM Welcome/Networking Reception

### Monday, June 3, 2019

7:00 AM - 8:00 AM Networking Breakfast  
8:15 AM - 9:15 AM HOTEC Operations Keynote  
9:30 AM - 10:40 AM Appointments  
10:40 AM - 11:00 AM Morning Break  
11:00 AM - 12:10 PM Appointments  
12:20 PM - 1:20 PM Networking Lunch  
1:30 PM - 2:40 PM Appointments  
2:40 PM - 3:00 PM Afternoon Break  
3:00 PM - 4:10 PM Appointments  
4:10 PM - 6:15 PM Rest & Relaxation: Enjoy the Resort  
6:15 PM - 9:00 PM Networking Activity & Dinner  
9:00 PM - 9:30 PM Transfers Back to Resort

### Tuesday, June 4, 2019

8:30 AM - 9:30 AM Networking Breakfast  
9:45 AM - 10:55 AM Appointments  
10:55 AM - 11:15 AM Morning Break  
11:15 AM - 12:25 PM Appointments  
12:35 PM - 1:35 PM Networking Lunch  
1:45 PM - 2:30 PM Meetings  
2:30 PM - 2:45 PM Afternoon Break  
2:45 PM - 3:30 PM Meetings  
3:30 PM - 7:00 PM Rest & Relaxation: Enjoy the Resort  
7:00 PM - 9:00 PM Closing Reception & Dinner

### Wednesday, June 5, 2019

All Day Departures

*\*\*schedule is subject to change*

## Top Tips for Suppliers Attending HOTEC Operations 2019

The HOTEC Operations format is a simple and effective way to do business with a select group of top industry buyers. Some of you have attended HOTEC Operations several times and are familiar with the format but many are new to the concept. We hope you find these tips useful.

### BEFORE HOTEC Operations

#### 1. Adhere to the Event Deadlines

This will ensure that you are well prepared for the event and that any special requirements you have are met. If you are unsure about anything, please ask us.

#### 2. Maximize your Sales Opportunities

Be sure your profile within the appointment system is completed accurately. Your company profile will be read by buyers when choosing their meetings and will also be printed in the directory which buyers use as a resource manual throughout the year.

#### 3. Research the Buyers

Get to know the buyers attending HOTEC OPERATIONS by reading their profiles within the appointment system. In particular make sure they are interested in meeting suppliers from your category. Try to look up their websites to be as knowledgeable about the companies you will be meeting at HOTEC OPERATIONS as possible. Buyers tell us that it really impresses them when a supplier has done their homework and done their research prior to the meetings.

#### 4. Meetings Preparation

Prepare for each meeting with a list of questions you'd like to ask each buyer. The key is to establish where there is a connection between your products and/ or services and the buyer's needs. In this respect be prepared to just focus. Don't spend time talking through activities that may be of no interest to the buyer. Be a good questioner and listener rather than a pure salesperson. The discussion may range from broad strategic to detailed specific so be prepared to talk strategically about the development of your company and future activities.

Use PowerPoint sparingly. Sometimes it is unavoidable, but remember most of the buyers will sit through a minimum of 20 meetings so it can become a little tiresome, particularly in the final sessions. Qualify what they are looking for and, if you have a PowerPoint, flip straight through to the salient points that can drive home your proposition.

#### 5. What to Bring to HOTEC OPERATIONS

Bring or send enough materials for your meetings. A display book is better than a laptop as it does not need charging. However, if you have something that is very visual and involves movement that can only be demonstrated properly via video, then obviously a laptop is the best option. Make sure you bring an adequate supply of business cards (a common oversight!). If you wish to give the buyers samples, it is best if you send these to their offices after HOTEC OPERATIONS so they do not have excess baggage to take back with them.

## **6. Find a HOTEC OPERATIONS Buddy**

If this is your first time to HOTEC OPERATIONS and you are unsure about how to get the most out of the event, please let us know and we can introduce you to someone who has been to the event before and can help you along the way. On the other hand, if you have attended previously perhaps you might volunteer to be a HOTEC OPERATIONS buddy for a new attendee.

## **AT HOTEC OPERATIONS**

### **7. One-to-one Meetings and Program Participation**

Every part of the program has been to give you maximum networking opportunities. So please ensure that you are punctual at all times and participate in the full program. The one-to-one meetings will be managed by a timekeeper who will announce the beginning and end of each meeting so please listen for these announcements. We can also schedule additional meetings for you with buyers who have available appointments at an additional cost. To inquire come by the HOTEC OPERATIONS Registration Desk once you've received your finalized schedule.

### **8. Network with the Buyers**

During the breakfasts, lunches, and receptions make sure that you sit next to different delegates. Target key people you want to meet, with whom you don't have one-to-one meetings. Buyer and supplier name badges are color-coded so that it is easy for you to tell who is a buyer. Photos of all delegates are included in the directory so you can easily identify people at the event. We are also onsite at all times to assist with introductions as needed.

### **9. Networking with Your Peers**

By networking with one another, suppliers get to share market knowledge, experiences, and contacts, thus forming key relationships which can prove very worthwhile in the future.

### **10. Have Fun**

We are sure that you will make many new and long-lasting business relationships and friendships with many of the delegates at the event.

## **AFTER HOTEC OPERATIONS**

### **11. Follow Up**

Previous suppliers, who had great success from HOTEC OPERATIONS, have indicated that the best way to follow up with the buyers is not to call or e-mail them immediately after the event, but to allow some time for them to catch up on their work. In addition, if the buyers do not respond right away, keep following up. We have specifically asked the buyers to be honest and tell you if they have interest or not. This way you can spend time serving those with the most interest in taking discussions further.