

SHATEC HOSPITALITY CONFERENCE 2023 SPONSORSHIP FORM

On March 21, 2022, the Singapore Hotel Association (SHA) and Singapore Tourism Board (STB) launched the Hotel Sustainability Roadmap at the inaugural Hotel Sustainability Conference and Marketplace.

In line with the Singapore Green Plan 2030, the roadmap focuses on four core areas of focus (water conservation, energy conservation, waste management, and sustainable sourcing), with two targets:

1. At least 60% of hotel room stock to achieve internationally recognized hotel sustainability certification by 2025
2. For hotels to commence tracking emissions by 2023 and reduce emissions by 2030, with the goal to achieve net-zero emissions by 2050

Singapore envisions a leading sustainable hotel industry that integrates sustainability as a core value across the entire hotel ecosystem. The roadmap also aims to establish Singapore's hotel industry as a living lab that uses sustainability to drive competitiveness and growth.

Topic :	Sustainability: 'Fight' or 'Flight'
Date :	24 March 2023, Friday
Time :	10.00 am – 3.30 pm
Venue:	PARKROYAL COLLECTION Marina Bay, Singapore
Guest-of-honour :	Dr. Amy Khor, Senior Minister of State for Sustainability and Environment, Singapore

Industry partners are invited to endorse this SHATEC Hospitality Conference 2023 in the form of a sponsorship. Participating organizations will receive recognition as a valued partner with the following branding benefits:

Sponsorship Package	Premium Tier S\$ 500 nett	Deluxe Tier S\$ 1,000 nett
Logo display on SHATEC's Hospitality Conference 2023 webpage with click-through URL to sponsor's landing page	✓	✓
Logo display on SHATEC's Hospitality Conference 2023 LED backdrop on stage	✓	✓
1x Sponsor's EDM broadcast to SHATEC's industry partners with link to sponsor's website landing page	✓	✓
1x Sponsor's EDM broadcast to SHATEC alumni database with link to sponsor's website landing page	✓	✓
Logo display on e-certificate of attendance for all attendees		✓
Up to 2-minute Sponsor's brand video presentation at SHATEC Hospitality Conference 2023 on the LED Screen		✓
Table-top Booth at the Hospitality Conference Venue (Only 4 vacancies available on a 1 st -come, 1 st -serve basis)		✓

***Sponsorships in-kind as door gifts for the Conference attendees are welcome too!
Please contact us at conference@shatec.sg for a discussion. Thank you...***

Sponsor's Digital Advertisement Artwork Specifications

Requirements for submission of artwork for web:

- a) *For digital artworks on SHATEC Hospitality Conference 2023 website:* Accepted digital files include GIF (max limit of 3 loops/15 seconds, afterwards the animation should end), JPG, PNG.
 - Please provide an active click-through URL for all ads.
 - All ads should be 72 DPI and in RGB colour.
- b) *For logos:* Vector EPS or AI file preferred, with all fonts converted to outlines. Minimum 300 DPI resolution.
 - The image file may also be delivered in any of the following formats: PSD, PNG, or JPG.
 - Any images received at larger file sizes will be reformatted to meet web requirements.
 - Ideally, two separate files should be submitted:
 - 4-color (CMYK) or RGB logo
 - One-color (black & white) logo with no tints or screens (i.e., 100% black, no gray)
 - Please submit any logo usage guidelines along with your logos, if applicable.
- c) *For EDM:* 600 pixels max width; JPG or GIF images should be hosted on advertiser website; no rich media, attachments, scripts or automatic downloads. All style/CSS must be embedded within the HTML. External CSS not accepted.
 - Please provide an active click-through URL for all ads.
- d) *For social media brand post:* For uploading to LinkedIn, Facebook and Instagram
 - 1080 by 1080 pixels or according to recommended size guidelines for LinkedIn, Facebook and Instagram, in image or video format, JPG or MP4 file preferred
 - Please provide the post caption accompanying the media file (image/video).

Please provide the creative in soft copy and email all images/files to conference@shatec.sg

Sponsor's Promotion Video Specifications

Requirements for submission of promotion video presentation:

- a) The easiest ways to share video files are to upload them onto a file-sharing site and send us the link and details via email to conference@shatec.sg.
- b) Video resolution must be at least 1080p (1920 x 1080), in a 16:9 aspect ratio horizontal format.
- c) Preferred File Format:
 - Either .MP4 or .MOV (Quicktime)
- d) The video should be suitable for general public viewing.

Deadline & Cancellation Policy

Please refer and adhere to table of deadlines below for submissions and cancellations (if applicable)

Digital Advertisement Artwork / Promotion Video Submission	10 March 2023, Friday
Cancellation Policy	<p>For cancellation(s) more than 1 week before the Conference date, 50% of the Price will be surcharged.</p> <p>For cancellation(s) less than 1 week before the Conference date, 100% of the Price will be surcharged.</p>

General Conditions

- a) SHATEC reserves the right to impose an additional cost of S\$ 100 for every set of changes made after the digital advertisement artwork has been submitted to us.
- b) All payments should be made to “Shatec Institutes Pte Ltd” within 7 working days upon receipt of invoice. For all billing enquiries, please contact SHATEC Finance at 6415 3532.

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Sponsorship Reply Form

Kindly complete and email scanned copy of form to conference@shatec.sg.

(Please tick ✓)

- ☐ I have read and understood the terms and conditions stated on page 1 to 5.
- ☐ I confirm the sponsorship package for SHATEC Hospitality Conference 2023 of
- ☐ S\$ 500 nett
- ☐ S\$1,000 nett

Name : _____

Designation : _____

Contact Number (HP) : _____

Contact Number (OFC) : _____

Fax Number : _____

Email : _____

Company Name : _____

Billing Address : _____

Signature & Company Stamp

Date

By submitting this form, you consent to SHATEC contacting you via the communication channels provided in the form. SHATEC is committed to maintaining the confidentiality of the respondent and undertakes not to divulge any of the details to any third party without the prior written consent of the respondent subject to the obligation of SHATEC to disclose to any Singapore government authority any information relating to the respondent in compliance with the law.