

SPONSORSHIP PACKAGES

\$5,000 Platinum level

- Exhibitor / Attendee Registration - 2 people
- Golf Tournament - 2 people
- Signage throughout Conference events
- Recognition & Logo in Conference Program (full page) and signage throughout the Conference events
- Thank you throughout the conference
- Choice of one of the following designations:
 - Welcome Bags
 - Welcome Reception Sponsor
 - Awards Luncheon Sponsor

\$2,500 Gold level

- Exhibitor / Attendee Registration - 1 Person
- Signage throughout Conference events
- Recognition & Logo in Conference Program (half page)
- Thank you throughout the conference
- Choice of one of the following designations:
 - Continental Breakfast Sponsor
 - Networking Break Sponsor

\$1,000 Silver level

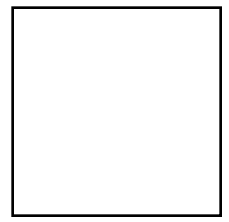
- Exhibitor / Attendee Registration - 1 Person
- Signage
- Recognition & Logo in Conference Program (half page)
- Thank you throughout the conference
- Choice of one of the following designations:
 - Keynote speaker sponsor - signage next to speaker area (multiple sponsorships available)
 - Entertainment Sponsor - Signage placed near entertainment
- Turn Down Favors (does not include favor)
- Golf Tournament Sponsorship Opportunities: *See Below*

Golf Sponsorship

- \$500 - Beverage Cart
- \$350 - Golf Lunch Sponsorship
- \$200 - Driving Range Sponsorship
- \$100 - Hole Sponsorship



MH&LA 2009 Southern Hospitality Conference & Expo
P.O. Box 116
Biloxi, MS 39533



MISSISSIPPI HOTEL & LODGING ASSOCIATION

2009 Annual SOUTHERN HOSPITALITY CONFERENCE

TRADE SHOW
November 9 - 10, 2009



Hilton Jackson Hotel



AGENDA

Hilton Jackson Hotel

Sunday, November 8, 2009

2:00 – 5:00 PM **Early Registration** – Imperial Hall

2:00 – 12:00 AM **Early Arrivals & Vendor Booth Setup (for Exhibitors playing Golf on Monday)** – Westbrook Ballroom

Monday, November 9, 2009

8:00 – 5:00 PM **Registration** – Imperial Hall

9:00 AM **GOLF TOURNAMENT: The Refuge Golf Course** – Lunch & Beverages provided

8:00 – 4:00 PM **Exhibitors Booth Setup** – Westbrook Ballroom

4:00 – 9:00 PM **WELCOME RECEPTION & TRADE SHOW** - Westbrook Ballroom
Open Bar & Heavy Hors d'oeuvres - Throughout Trade Show/Reception, Silent Auction, and Golf Awards

Tuesday, November 10, 2009

8:00 AM **Continental Breakfast** – Prefunction area

8:30 – 9:30 AM **GENERAL SESSION & ANNUAL MEMBERSHIP MEETING** – Salon B
Mississippi . . . Believe It – *Larry Hollingsworth, CHA*
State of the Industry – *Duane Vinson VP, Smith Travel Research*

9:30 – 10:00 AM **Networking Break with Refreshments** - Prefunction area

10:00 – 12:00 PM **Breakout Sessions** - Salon B & Diplomat II

Session 1: Prospecting in Today's World
 10:00 AM - Salon B

Prospecting for Sales in Today's World
 Dave Hamilton, Signature Worldwide

Session 2: H1N1 - Swine Flu... How do we Handle This?
 11:00 AM - Diplomat II

H1N1 - Swine Flu... How Do We Handle This?
 Peyton Irby, Watkins, Ludlam, Winter & Stennis

12:30 – 2:00 PM **“Best in the Business” Awards Banquet – Salon A**
Keynote Speaker: Representative Diane C. Peranich
Chair - Tourism Committee of the MS House of Representatives



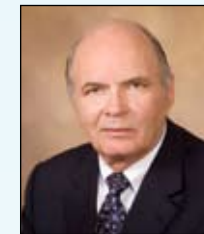
Representative Peranich:
 Is affiliated with the State Executive Committee of the Mississippi Democratic Party and the Board of Directors of Crime Stoppers. She is a former member of Advisory Council of State Board of Economic Development Constitution Study Committee.

STATE OF THE INDUSTRY



Duane Vinson, Vice President of Smith Travel Research, will present the latest in lodging performance for Mississippi, as well as the region and the country. His presentation will bring you up to speed on the latest trends and break down hotel industry performance in a way that is easy to understand. After a very difficult year in the lodging industry have we finally turned the corner? Where are we in the hotel development cycle? When will room rates return to normalcy...and what is normal? These and other questions will be answered during the STR “State of the Industry” session.

H1N1 SWINE FLU... WHAT YOU CAN AND SHOULD DO?



Peyton Irby of Watkins, Ludlam, Winter & Stennis will give a presentation including:
(a) an explanation of swine flu, its spread and current outlook;
(b) What you can do to protect your business;
(c) Legal issues that can affect your treatment of employees;
(d) Right to refuse access to guests with communicable conditions.

PROSPECTING FOR SALES IN TODAY'S WORLD



Because all businesses are feeling the affects of the languid economy, many are micromanaging budgets — paying close attention to travel and meeting expenses. Generating more and new interest in your business' products and services has certainly become an ongoing challenge.

That's why learning to work smarter, and not necessarily harder, is the way for you and your team to achieve your revenue goals. Many sales people have not had to actively prospect for new business and may not be sure where to start. Learn actionable techniques, including some best practices for today's electronic environment, which will help your team find the right customers.

Join Senior Vice President Dave Hamilton from Signature Worldwide as he highlights the importance of effective business development. Learn tips and tricks for setting prospecting guidelines and developing enhanced communication skills that generate new business.

REGISTRATION INFO

Registration Includes 1 Person at all functions, except the Golf Tournament:

Exhibitor Registration:	\$495 MH&LA Member \$595 Non-Member
Attendee Registration:	\$325 MH&LA Member \$425 Non-Member
Each Additional Person:	\$195
Golf Tournament at The Refuge	\$100

LODGING INFO

The Mississippi Hotel & Lodging Association has arranged for special room rates at the Hilton Jackson Hotel.

Phone:	601-957-2800
Rate:	\$99
Code:	MS Hotel & Lodging Association

CONTACT INFO

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 Mississippi Hotel & Lodging Association

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