



**7th ANNUAL
EXECUTIVE VENDOR SUMMIT**

April 13-15, 2011
Wyndham Tampa Westshore
Tampa, Florida

www.vendorsummit.com

Executive
VENDORSUMMIT

Form critical relationships with peers



▶ Experience it for yourself. Click here to play the Summit video.

Why should you attend Hospitality Upgrade's Executive Vendor Summit?

- This is an invitation-only event. At the Summit, you aren't focused on promoting your products or services; there are no prospects to sell to. More than 60 presidents and C-level executives of technology vendors come to interact at the most senior levels in a relaxed environment.
- Unprecedented peer-to-peer networking is an integral part of the Summit. This is *the place* to meet your peers on a personal level and discuss current challenges and issues. It is enlightening in a way larger conferences can't match.
- Attendees leave the Summit with not only new partnerships and alliances but also with strategies and solutions that will grow their businesses.

Program Highlights

INNOCENTS ABROAD

Like Dorothy and Lemuel Gulliver before them, American hotel companies, and their trusty suppliers, find that they are no longer in the familiar confines of their native lands. In the second decade of the 21st Century, they are travelers in new worlds that demand an understanding of local customs, compliance with local laws and understanding of different languages.

As the world economy continues to recover from the depths of international recession, American hotel companies are looking to global markets, specifically Asia, to augment flat growth in the United States and Europe. Who can say no to 24.4 percent RevPAR growth in China? This session will explore strategies to enable you to say "yes" to the global market.

From the Company Perspective: Our panel will focus on the do's and don'ts of mobilizing and deploying your U.S.-based business in another country.

From the Customer Perspective: Our panel will discuss the needs of hotel companies as they expand globally and what they would like from vendor partners.

From the Legal/Regulatory Perspective: There is much that is incumbent on U.S.-based businesses as they move outside U.S. borders. This panel discussion will include: compliance with U.S. laws and local laws, repatriating earnings, intellectual property rights and contracts.

CLOUDY WITH A CHANCE OF CONFUSION

Cloud. Whoever thought so much hype, angst and hope could be pinned on such a

small word? This session will start with a basic primer on cloud characteristics, deployment and service models. We will cut through some of the confusion and continue to explore the topic of cloud adoption with a select group of industry CIOs.

BYOT (BRING YOUR OWN TECHNOLOGY)

In the future, one area that will impact hotels and vendors are technologies such as the iPhone, iPad and Internet television. What will be the effect of Apple's 10 billion downloads in three years? It is something that is not well understood by executives but has impact on the bottom line and guest satisfaction. It can be overwhelming to analyze.

WHO ARE YOU?

One of the themes of the 2011 Summit is globalization. While our focus has been the globalization of the business, what about the globalization of the brand? How does your brand translate across the globe? Will you be a Google or an Edsel? This branding case study will explore the power of branding on your business.

LIVE LONG AND PROSPER

With all of your traveling and worrying about the cloud, investors and other all-consuming business tasks—not to mention attending to your family duties—there is little time for y-o-u. This session will explore wellness, both physical and mental, delivered with Zen-like grace, leavened with a bit of New York candor, by our mystery guest.



What would you say to your peers who have not attended the Executive Vendor Summit before?

This conference is unique in that it affords the senior management of the vendor community the opportunity to interact in a very professional and productive manner. Attending this conference is a very effective use of time each year.

-Sean O'Neill, Chairman & CEO, Newmarket International, Inc.

Schedule at a Glance

Please note the schedule is tentative and subject to change.

Wednesday, April 13, 2011

10:00 a.m.-7:00 p.m.	Registration Open
11:15 a.m.	Complimentary Shuttle to Golf Course
12:30 p.m.	Golf Tournament (<i>pre-registration required</i>)
7:00-8:00 p.m.	Welcome Cocktail Reception/Icebreaker
8:00 p.m.	Barbecue Dinner

Thursday, April 14, 2011

7:00-8:30 a.m.	Registration Open
7:30-8:30 a.m.	Breakfast
8:30-8:45 a.m.	Conference Welcome
8:45-10:15 a.m.	Program
10:15-10:30 a.m.	Break
10:30 a.m.-12:00 p.m.	Program
12:00-1:00 p.m.	Lunch
1:00-1:30 p.m.	Group Photo
1:30-3:00 p.m.	Program
3:00-3:15 p.m.	Break
3:15-5:00 p.m.	Program
5:00 p.m.	Adjourn
7:00-8:00 p.m.	Cocktail Reception
8:00 p.m.	Gala Dinner

Friday April 15, 2011

7:30-8:15 a.m.	Breakfast
8:15-9:30 a.m.	Program
9:30-9:45 a.m.	Break
9:45-11:00 a.m.	Program
11:00 a.m.	Final Adjournment
11:15 a.m.	Complimentary Shuttle to Tampa International Airport (TPA)



Who Should Attend?

Presidents
CEOs
Chairmen
Owners
Founders

Past Attendees

- Acxiom Corporation
- Adaco
- Agilysys, Inc.
- Alcatel-Lucent
- AltiusPAR
- Amadeus North America
- APTECH Computer Systems
- Avero, Inc.
- Bartech The Americas
- Brilliant Hotel Software
- CAPTON
- CENDYN
- Cenium
- Centrada Solutions
- Clairvoyix
- Cognizant Technology Solutions
- Control Corporation
- Control4
- Data Plus
- Datanamics
- Datavision Technologies, Inc.
- DataWorks, Inc.
- Defero3
- Digital Alchemy
- EasyRMS Ltd.
- Eattec
- Elfiq Networks
- The Estis Group
- eTelemetry, Inc.
- EZyield.com Inc.
- Four Winds Interactive
- Galaxy Hotel Systems
- GBCblue
- Genares
- Guest-Tek
- GuestWare
- Hotel Booking Solutions Inc.
- Hotel Concepts
- Hotel Information Systems
- hyphen Information Systems Management
- iBAHN
- IBM Travel & Transportation
- IDEaS-A SAS Company
- The IDT Group, Inc.
- Incentient, LLC
- InfoGenesis
- Infor/SoftBrands
- InnLink CRS
- InnPoints Worldwide
- innRoad
- InSystcom, Inc.
- Interactive Sites, Inc.
- InvoTech Systems, Inc.
- Jonas Software
- Language Weaver
- Libra OnDemand
- LMG Data Mining
- LodgeNet StayOnline, Inc.
- Lorica Solutions
- Market Metrix LLC
- Maxim Revenue Management Solutions
- Megasys Hospitality Systems
- Merchant Link
- Metamend
- Metromedia Software
- Metropolis Technologies, Inc.
- MICROS Systems, Inc.
- Microsoft
- Mintek Mobile Data Solutions
- Miwa Lock Co Ltd
- MTech
- Multi-Systems, Inc.
- NCR Corp.
- NEC America, Inc.
- Newmarket International, Inc.
- NFS Hospitality
- Northwind Canada Inc.
- O'Neal Consultants
- Optimis America, Inc.
- PAETEC Communications, Inc.
- PAR Springer-Miller Systems
- Paragon Business Solutions, Ltd.
- Passkey International, Inc.
- Pegasus Solutions, Inc.
- PhoneSuite
- POSTEC
- POST Integrations, Inc.
- The Rainmaker Group
- Realview TV
- RedRock Software
- ResortSuite
- Roomlinx, Inc.
- RSI
- RTP
- Sabre Hospitality Solutions
- Sequansat
- SmartConnect, Inc.
- SoftHotel, Inc.
- Southern DataComm Inc.
- SQUIRREL Systems
- Starr Technology Consulting
- SDD
- Tangerine Global
- TechTeam Global, Inc.
- TeleAdapt Ltd.
- Tiare Technology
- TravelCLICK, Inc
- Unifocus Inc.
- Uniguest
- Visual One Systems
- ZDirect, Inc.

Executive Vendor Summit Fast Facts

REGISTRATION

Attendees must register online at <http://vendorsummit.com/registration.html> by **March 1, 2011**. There is no registration fee to attend the Summit if you are a current customer of *Hospitality Upgrade* magazine, but we do ask that attendees share in the cost of meals and drinks through a complete meeting package (CMP) room rate. Attendees are also responsible for transportation and Golf Tournament fees.

HOUSING INFORMATION

The 2011 Executive Vendor Summit is at the Wyndham Tampa Westshore: 700 N Westshore Blvd, Tampa, FL 33609, Phone: (813) 289-8200; www.WyndhamHotelTampa.com. Near countless theme parks, beaches, museums, shopping and sporting facilities, the Wyndham Tampa Westshore is ideally located. The Wyndham, formerly the Quorum Hotel-Tampa, is also positioned directly between Tampa's two largest shopping malls, both of which feature upscale shopping, restaurants and vibrant Tampa nightlife. As the No. 1 full-service hotel in Tampa on TripAdvisor, the hotel is convenient to St. Petersburg, Ybor City, Busch Gardens, Lowery Park Zoo, Tropicana Field, George Steinbrenner Field and the Salvador Dali Museum.

Reservations. A block of rooms at preferred rates will be available through **March 29, 2011** at <https://resweb.passkey.com/go/vendorsummit11>. *Hospitality Upgrade* is offering a pre-conference rate of \$129 for the night of 4/12. For the nights of 4/13 and 4/14, attendees will be charged the complete meeting package (CMP) rate of \$359/per night plus state and local room taxes, which includes deluxe guestroom accommodations in a king bedroom, all private meal functions (two cocktail receptions, two dinners, two breakfasts, and one lunch), breaks and drinks. Local attendees not staying at the Wyndham Tampa Westshore will be charged a day guest rate (see "Day Guests").

Rooms can only be reserved through *Hospitality Upgrade* with a credit card guarantee. Visit <https://resweb.passkey.com/go/vendorsummit11> to reserve your room. Rooms will be allocated on a first-come, first-served basis. After March 29, reservations will be accepted on an as-available basis only, and rates may vary from the group rate.

Cancellations. Cancellations for room reservations received before March 29, 2011 will be without penalty. Cancellations received after March 29, 2011 will incur a penalty of 50 percent. Please note - you must notify Siegel Communications in writing of a cancellation before the first day of the conference (April 13) or we will be obliged to charge the full fee. E-mail Charlotte at charlotte@hospitalityupgrade.com.

DAY GUESTS

Although there is no registration fee for the Summit, we do ask that attendees share in the cost of meals and drinks. Attendees not staying at the Wyndham Tampa Westshore will be charged \$230/per day or \$460 for the entire conference. This fee includes all private meal functions (two cocktail receptions, two dinners, two breakfasts, and one lunch), breaks and drinks.

GOLF TOURNAMENT

Join us for the seventh annual Golf Scramble on Wednesday, April 13 at 12:30 p.m. at Emerald Greens Golf Resort & Country Club <http://www.stayandplaytampa.com>. This is your chance to tee-off with the industry's top executives. The tournament is a fun-filled shotgun-style event (teams of four, where only the

best shot is played). Green fees are \$71.50 and club rental is \$50. Participants are responsible for all green and rental fees. A boxed lunch will be provided.

Built in 1973 and redesigned in 2007, Emerald Greens features 27 holes of championship golf designed by renowned course architect Dan Maples of Pinehurst, NC. The three, 9-hole, par-36 courses wind through a 250-acre natural setting with native wildlife and pristine lakes. Water comes into play on 19 of the 27 holes, providing a challenging layout for players of all levels.

Tournament Transportation. The course is located approximately 20 minutes from the Wyndham Tampa Westshore and a complimentary shuttle will be provided. The shuttle will depart for the tournament promptly at 11:15 a.m.

**Please note:* Space for the golf tournament is limited. Conference participants must sign up in conjunction with online registration at <http://vendorsummit.com/registration.html>.

PLANNING YOUR TRIP

If you are playing in the Golf Tournament, please plan to arrive at the hotel no later than 11:15 a.m. on Wednesday, April 13 to take advantage of our complimentary shuttle to the tournament. If you are not playing in the tournament, please arrive at the hotel no later than 7:00 p.m. on Wednesday, April 13. We have a very special activity planned for all attendees during the Welcome Cocktail Reception. You won't want to miss it.

At the conclusion of the conference on Friday, April 15, *Hospitality Upgrade* will provide a complimentary shuttle back to Tampa International Airport (TPA) at 11:15 a.m. TPA is located approximately 6 minutes from the Wyndham Tampa Westshore. Please plan your flights accordingly.

AMERICAN AIRLINES DISCOUNT

American Airlines is offering Summit attendees 5 percent off all published fares for travel to/from Tampa International Airport (TPA) between the dates of April 7-20, 2011. To take advantage of this discount, please visit www.aa.com and use code 2441DF. Advantage members will receive full credit for all miles earned.

GROUND TRANSPORTATION

Tampa International Airport (TPA) is 6 minutes from the Wyndham Tampa Westshore.

Complimentary Shuttle. The Wyndham offers complimentary shuttle service to/from the airport.

Taxis. Taxicab service from TPA is approximately \$10 one way.

Private Limo Service. To arrange limo service and other specialty transportation, please contact All Access Transportation, Inc. at 813-901-8000 or info@allaccesslimos.com.

Parking. Complimentary covered self parking is available at the Wyndham Tampa Westshore.

Driving Directions. For driving directions, please visit <http://www.wyndhamhoteltampa.com/map-directions>.

WEATHER/DRESS

Average April weather in Tampa is a high of 81 degrees and a low of 62 degrees. Dress for the conference, including the Gala dinner, is business casual. Dress for the Welcome Cocktail Reception and Barbecue is casual.

QUESTIONS

Contact Charlotte at charlotte@hospitalityupgrade.com or (214) 436-6789 or visit www.vendorsummit.com.

[click here to](#)

BOOK A ROOM BY MARCH 29