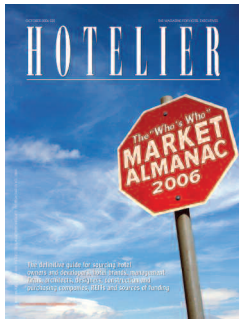


Who Owns What? Poster

Special Sponsorship Opportunities



Hotelier magazine produced its first-ever "Who Owns What?" flow chart in 1998, detailing who owns what, who manages and who franchises what in the Canadian hotel market. This must-keep poster will be published in the October issue of *Hotelier* as part of the "Who's Who" Market Almanac.

- Reach more than 40,000 key hotel executives, owners and industry partners
- Receive Category Exclusivity as a "Who Owns What?" poster sponsor (One Amenity company, one PMS company, one Tabletop company, one Furniture company, et cetera.)
- Company logo and website prominently displayed on the FRONT of the "Who Owns What?" poster - YEAR-ROUND EXPOSURE!
- Receive 10 copies of the "Who Owns What?" poster for your distribution (Value \$500)
- Limited Sponsorship available — preferential rates apply for companies who run display advertising within *Hotelier* prior to Sept. 2008. A small surcharge will apply for those companies that haven't made other purchases.

* Complete exclusivity available. Sponsorship rates priced competitively. For further information inquire about the details.

SAMPLE OF SPONSORSHIP SPACE



Don't miss the opportunity to be seen and referred to throughout the year. Expose your company to more than 40,000 key hotel executives, owners and industry partners — the decision-makers you want to reach!

CALL NOW to reserve your space:

**Brenda James,
Sales & Marketing Manager
416-447-0888, ext. 271**

HOTELIER

For advertising inquiries, please contact:

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