



HOTEC Operations⁰⁹
North America

1st – 4th April, 2009, Chateau Elan Winery & Resort, Braselton, GA

A Review of **HOTEC Operations North America 2009**

April 1st through 4th, 2009, marked the sixth North American **HOTEC** Event which brought together 125 delegates.

HOTEC North America, an innovative 3-day forum of pre-scheduled appointments, between senior executives from the hospitality industry and suppliers to talk business and network in a way that is simply not possible at trade shows and conferences. A common shared quote was, "It's like speed dating, yet the outcome is immediate and very positive."

HOTEC Operations is a meeting forum between senior decision makers from hotels, resorts, casinos, cruise lines, purchasing and management companies to meet by appointment industry manufacturers and suppliers from over 25 different categories who service the marketplace.

Each day is planned in a way that allows attendees to meet, either through arranged meetings or through some of the special team building activities and networking sessions.

To reserve a place at **HOTEC Operations**¹⁰ North America or for more information please contact: **Rob Shannon, HOTEC Director**
Tel: 603 529 0077 Email: info@hotecna.com www.hotecna.com

HOTEC Operations North America 2009 consisted of:

Seminar Program

The event kicked off with an Industry Overview by Robert Mandelbaum, Director of Research Information Services at PKF Hospitality Research.

The seminar that followed consisted of a panel discussion on "The Purchasing Process and How to Position Yourself to Come Out of the Downturn in Front." Panelists included Daniel G. Hennessy, Director of Strategic Accounts at Benjamin West, Rich Warren, Director of Corporate Sales and Marketing of BuyEfficient and Richard P. Millard, Chairman and CEO of Tecton Hospitality.

The moderator, Jason Q. Freed, Senior Editor of HotelWorld Network, presented the panel with questions directly from the buyers and suppliers of **HOTEC** Operations 2009.

Meetings

There were over 1200 one-on-one meetings between the buyers and suppliers who had pre-selected who they wanted to meet and also met each other informally through the many networking sessions over the 3 days.

Supplier Showcase

In addition to the one-on-one meetings program, there was also a showcase where each supplier had a tabletop presentation for delegates to have additional meetings.

Teambuilding

The objective of the teambuilding was for delegates to get to know one another on a "level playing field" in a very informal, relaxed and fun environment. Delegates were split into teams of carefully selected buyers and suppliers to compete in a unique "Grape Debate" teambuilding event which consisted not only of wine making, but also designing a wine name, label and advertising campaign which really brought out the creative flair from the delegates.

The Outcome

The overwhelming feedback from everyone that attended, pointed to **HOTEC** being extremely productive, unparalleled value for money and more enjoyable than any other industry event.

Below are lists of the buyers and suppliers who attended their feedback and some information on next year's event.

Buyers that attended **HOTEC** Operations 2009

America's Best Franchising Inc	Kerzner International
Archon Hospitality	MTM Luxury Lodging
Benjamin West	National Purchasing Network
Best Western International	Noble Investment Group
Beyer-Brown & Associates	NYLO Hotels
BuyEfficient	Patten Purchasing LLC
Canoe Hospitality	Purchasing Management International
Carver & Associates	Rock Resorts International
Chris Garrod Partnership	Rodd Hotels & Resorts
Coast Hotels & Resorts	Royal Caribbean Cruises Ltd
Creative Hotels & Resorts	Sonesta Hotels / Brewster Wholesale
Fairmont Hotels & Resorts	Starwood Hotels & Resorts Worldwide Inc
Fairmont Raffles Hotels International	Steckroth Hospitality Group, Inc
Gaylord Entertainment	Stonebridge Companies
Gettys	Tecton Hospitality / Desires Hotels
Great Wolf Resorts, Inc	The Carroll Adams Group
Hersha Purchasing and Design	Thunderbird Entertainment
HPG International	Ultimate Hospitality
IDC Construction LLC	Vantage Hospitality
Integral Hospitality Solutions	Welk Resorts
Interstate hotels & Resorts	Westmont Hospitality Group
JHM Hotels	Wyndham Hotel Group

For lists of delegates confirmed for current events please contact **Rob Shannon:**
rob@mcleaneventsinternational.com

What the Buyers said about **HOTEC** Operations 2009

After attending many tradeshows over the years, I was very impressed with the format where I could have a dedicated time slot to discuss key matters and be educated on products and services that were of interest to me. The show allowed me to use my time efficiently. The **HOTEC** staff were very accommodating and a pleasure to work with! Thank You.

Stonebridge Companies,
Dave Rajyagor

It was the BEST trade meeting I have ever attended during my 20 years experience in the Hotel industry. Everything was excellent, especially meeting the organisers and the attendees. I loved the International flavor that was present throughout the meeting.

Americas Best Franchising, Inc,
Vickie Shows

I greatly enjoyed networking with a variety of suppliers in a format that is more in-depth than the traditional trade show. I appreciated the exchange of ideas and information, and learned something new from each individual meeting. Looking forward to next year!

Royal Caribbean Cruises Ltd,
Lisa Ghai

I believe that **HOTEC** is the wave of the future, standard trade shows don't allow for the intimate discussions necessary to conduct business in a global environment.

Coast Hotels & Resorts,
Peter Upton

HOTEC 2009 was my first to attend. I found it to be very useful in making contacts with suppliers that can provide future goods and services.

Integral Hospitality Solutions,
Nancy Galloway

HOTEC was an effective way for buyers to have the opportunity to spend face-to-face time with suppliers that they may not have the ability to meet during the normal course of business as a result of our busy schedules throughout the year.

Americas Best Franchising, Inc, Chip Elbers

Format allows for professional and casual interaction which leads to an overall valuable experience.

Rock Resorts International,
Nick Hagel

HOTEC Operations... was an excellent opportunity to network and brainstorm with fellow hospitality supply chain professionals. I also enjoyed the one-on-one meeting with suppliers which afforded us the opportunity to exchange much more information than we would have in a typical trade show format.

Royal Caribbean Cruises Ltd,
Lisa Ghai

I found the 2 ½ days an excellent use of my time. I couldn't have met with as many quality innovative suppliers in such a short time. The exposure to other leading suppliers made the event worthwhile.

Shangri-La Hotels & Resorts,
Stephen Darling

BuyEfficient was able to assist current suppliers with growth strategy and to begin discussions to add new suppliers to our vast supplier network. It was an exceptionally efficient use of our time.

Sunstone Hotel Investors / BuyEfficient,
Bill Hirsch

An excellent event, very much "outside of the box" in its method!!

Noble Investment Group,
Michael Thacker

Very cost effective and focused use of time from a buyers perspective.

NYLO Hotels,
John Russell

Visit www.hotecna.com to view the details of how **HOTEC** works and the event program.

Suppliers that attended **HOTEC** Operations 2009

A-1 Textiles and Hospitality Products	Microcotton
Chadsworth & Haig	Mobile-Shop
Conair Hospitality	Monarch Robe & Towel Company
D.W. Haber & Son Inc	MTS Seating
DeVine Corp	Northern Feather
Down Inc	One Park Avenue Hotel Collection
Down Lite International	Ozone Water Technologies Inc
Ecolab Inc	Plasticard Locktech International
Electrolux Homecare Products	Precor Inc
Electrolux Professional Inc	Robert Allen Contract
Global Allies LLC	SafePlace In-Room Safes
Groupe GM	Salto Systems Inc
Hangers Direct	Sealy Global Hospitality
Hanseatic Bedding Products, Inc	Serta International
Henkel Corp	Shafer Commercial Seating
Hostar International Inc	Ski and Sea International
Hunter Amenities International Ltd	Sobel Westex
Imprint Plus	Southern Aluminum
Indon International, LLC	Spa Uniforms
JHTNA	Standard Textile Company
Kimball & Young Inc	Star Trac
Kingsdown	TeleAdapt Inc
Lather	The Comphy Company
Life Fitness	The Turkish Towel Company
LOC International	Totevision
Masa S.p.A.	Universal Companies
Mastercraft Industries	Young Electric Sign Company

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rob@mcleaneventsinternational.com

What the Suppliers said about **HOTEC** Operations 2009

HOTEC cuts to the chase and brings serious buyers and sellers together to do business. We made great connections with buyers at the table, but had the invaluable social time together to build relationships. One of the most productive events I have attended.

**Spa Uniforms Inc.,
Noel Asmar**

Great opportunity to meet and learn more about the buyers and their business. Meetings are a great way to open a business relationship to set the stage for future discussions on how to grow your business with their companies.

**A-1 Textiles and Hospitality Products,
Carol Moran**

Compared to traditional trade show format, far superior in effectiveness and relationship development.

Craig Walter, DOWNLITE

HOTEC continues to be an extremely effective event and makes fantastic use of my time to meet and build relationships with key industry people. The 2008 event was a very positive experience for everyone that I spoke with on both sides.

**D.W. Haber & Son Inc,
David Haber**

Year in and year out, I've really enjoyed (and profited from!) my experiences with the **HOTEC** and Spatec events. Great Staff. Great meetings. I hope to attend every possible event in the future.

**Universal Companies,
Brian Paris**

HOTEC gets better each year.

Infinity Hospitality Group LLC, Chris Coursen

Well organised good timing on all activities. The format is excellent.

**LOC International,
Jean-Guy Groleau**

The **HOTEC** experience is a great opportunity to have meaningful dialog and begin creating relationships that can lead to solid business partnerships.

**Plasticard Locktech International (PLI),
Randy Fluharty**

Productive meeting in fun surroundings.

**Safeplace,
Ravid Brosh**

Excellent attendance and great contacts at the meetings. Well worth the time and costs invested.

**Salto Systems Inc,
Stan Shults**

A great format for buyers and sellers to interact in a focused environment. Its "speed dating" for business.

**Standard Textile Company,
Greg Eubanks**

The 1-on-1 meeting format is a home run! How else can you get in front of so many key decision makers in 1 location?

**Star Trac,
Tina Pauley**

Visit www.hotecna.com to view the details of how **HOTEC** works and the event program.

HOTEC Operations¹⁰

PROVISIONAL SCHEDULE

March 25-28 at the Ritz-Carlton Lake
Las Vegas, Henderson, NV

Thursday March 25 Arrival Day

7:30pm Welcome Dinner

Friday March 26

7:30am - 8:25am Continental Breakfast

8:30am - 10:00am Seminar Program

10:00am - 10:10am Registration desk opens, delegates to
collect final meeting schedule

10:15am - 12:40pm One-on-One Meetings.
Suppliers & Buyers have 20 minute
pre-scheduled meetings.

12:45pm - 1:35pm Lunch

1:40pm - 3:40pm One-on-One Meetings

4:30pm - 6:30pm Teambuilding Event

6:30pm - 8:30pm Drinks & Buffet Reception

Saturday March 27

7:50am - 8:50am Continental Breakfast

8:55am - 10:30am One-on-One Meetings

10:35am - 10:50am Coffee Break

10:55am - 12:55pm Supplier Showcase

1:00pm - 2:00pm Lunch

2:05pm - 3:40pm One-on-One Meetings

3:45pm - 4:00pm Coffee Break

4:05pm - 5:40pm One-on-One Meetings

5:40pm - 6:30pm Free Time / Networking

7:30pm Pre-Dinner Drinks & Farewell Dinner

Sunday March 28 Departure Day

HOTEC Office

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MCLEAN EVENTS AROUND THE WORLD


Please indicate below which events may be of interest to you and fax this back to **603 484 9154**

 **SPATEC Spring¹⁰**
North America

North American Spa & Beauty Industry
February 25-28,
The Ritz-Carlton Key Biscayne, Key Biscayne, FL
www.spatecna.com

 **SIBEC¹⁰**
North America

North American Health & Fitness Industry
November 23-26,
The Chateau Elan Winery & Resort, Braselton, Georgia
www.sibecna.com

 **HOTEC Operations¹⁰**
North America

**North American Hospitality Industry –
Operating Supplies and Food & Beverage**
March 25-28,
The Ritz-Carlton Lake Las Vegas, Henderson, NV
www.hotecna.com

 **SPATEC Fall¹⁰**
North America

North American Spa & Beauty Industry
September 12-15, The Langham Huntington
Hotel & Spa, Pasadena, California
www.spatecna.com

 **SPATEC¹⁰**
Europe

UK & European Spa & Beauty Industry
14th to 17th April 2010
Le Meridien Lav, Split, Croatia
www.spateceu.com

 **HOTEC¹⁰**
Europe

European Hospitality Industry
November 6-9,
Grande Real Santa Eulalia, Portugal
www.hoteceu.com

 **HOTEC¹⁰**
Middle East

Middle East Hospitality Industry
May 7th-10th
Swissôtel Grand Efes, Izmir, Turkey
www.hotecme.com

 **SIBEC¹⁰**
Europe

European Health & Fitness Industry
November 6-9,
Grande Real Santa Eulalia, Portugal
www.sibecuk-euro.com

 **HOTEC Design¹⁰**
North America

**North American Hospitality Industry –
Design & Development**
June 10-13,
The Ritz-Carlton Key Biscayne, Key Biscayne, FL
www.hotecna.com

 **HOTEC¹⁰**
Asia

Asian Hospitality Industry
Date TBC
Venue TBC
www.hotecasia.com

**One of the team members will contact you in
the coming weeks to discuss your interest.
Thank you
McLean Events International**

Your Contact Details: (Please print clearly)

Company:

Name:

Email:

Tel: Cell: