



Hottec
EUROPE

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Contact Us

To make sure your participation in Hotec Europe goes smoothly, we have prepared this Event Services Manual with information and services available to ensure your success at the event.

Our goal is to provide excellent service. Please do not hesitate to contact any member of our team with questions regarding the event.



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General Information

1. TABLE PACKAGE:

Your table package includes (1) 6' draped table; your table will be **(6'x30") 6ft wide by 30" in depth**, 1-3 standard chair(s) (# based on delegate package), and a table sign with your company name and location. **Please note: Pop up displays are prohibited. Taping, nailing and/or hanging any signs or banners on the walls is prohibited.** You will have White Linen. You may bring your own linen if you'd like.

2. SET UP:

Suppliers will have access to the ballroom to begin setup of your table on Tuesday, October 26 from 1:00pm to 5:00pm and Wednesday, October 27 from 6:30am to 8:00am. All tables should be ready by 8:00am Wednesday morning.

3. SHIPPING:

Please ship any materials to the following address. The following information **must** be included on all packages to ensure proper delivery.

Hotec Europe

Hotel Anantara Vilamoura Algarve

ATTN: Your company name /Your full name/Marcia Leal

Avenida dos Descobrimentos

8125-309 Vilamoura

Algarve, Portugal

Boxes NEED to arrive at the hotel at least 72 hours prior to the hotel to quarantine Please do not send in boxes more than 5 days in advance of the Program.

4. DISMANTLE:

Dismantle begins Thursday, October 28 after the last meeting around at 3:45pm. **You will HAVE to pre-print your shipping labels for each of your packages going outbound. There is no business center on site. The hotel can print them for you if you need at your expense.** Please remember to bring your own, boxes, packing tape, and shipping supplies since there is NO business center. Pick up of outbound packages must be coordinated by the supplier and pick-up should be scheduled for Friday, October 29 between 9am and 5pm.



Once you have labeled and taped your boxes, please leave the boxes on your table and the hotel will collect them.

5. ELECTRIC:

Electrical is included in your registration fees. Please arrange your electrical order directly with the Hotel Anantara Vilamoura Algarve. Within this service manual you will find the Exhibit Order Form. Please submit the completed order form Ms. Filinto Francisco-info@rise.pt

6. HIGH SPEED INTERNET:

Wi-Fi is complimentary within the meeting space at Hotel Anantara Vilamoura Algarve. If you would like to purchase a hard line for your table, please complete the Exhibit Order Form included in this manual.

7. BROCHURES:

It is recommended that marketing collateral is limited to (100-150) pieces per table. Suppliers are encouraged to carry-in their materials on the day of the event. For those suppliers purchasing electricity, consider bringing a laptop to showcase company products/services during your one-to-one appointments.

8. SUPPLIER BADGES:

Please pick up your badges and welcome bag at the Hotec Europe registration desk on Tuesday, October 26 from 1:00pm to 5:00pm.

9. APPOINTMENT SETTING:

The appointment system will open for selections on the week of Thursday, October 7 and will close Thursday, October 19. Both suppliers and buyers will be able to rank those who they are interested in meeting with. The system will auto-match appointments based on your rankings.

All finalized appointment schedules will be provided on Wednesday, October 27 after breakfast. Each appointment will be twenty minutes in length followed by five minutes for the buyers to transition to their next appointment.

Appointment System Deadlines **subject to change*

Profiles Open for Updates	Monday, September 13, 2021
Profiles Close for Updates	Tuesday, October 5, 2021
Open for Selections	Thursday, October 7, 2021
Closed for Selections	Thursday, October 21, 2021



10. HOTEL RESERVATIONS:

Included in your package are 3 nights' hotel accommodations (October 26, 27 & 28). Should you wish to arrive prior to the event or stay additional nights after the event, you must contact Brianna McDonald at bmcDonald@questex.com. A group rate will be made available for pre (2 day) or post (2 days) event stay options based upon the hotel's availability. **If there is availability, we will require a credit card number to hold the reservation.**

The following services are included with your accommodations:

- Complimentary Wi-Fi in guestroom
- Complimentary use of fitness center
- 10% off individual spa treatments (excluding retail). No discount group treatments

11. TRANSPORTATION:

Included in your package is transportation to and from the Faro Airport (FAO). Transportation will be provided for arrivals from (FAO) on **Tuesday, October 26** and departures out of (FAO) on **Friday, October 29**. Please be sure to update your appointment system profile with your accurate flight details. ***IMPORTANT: Those arriving or departing outside of the above listed dates or to/from an alternate airport will be responsible for their own transportation.***

12. SPA & GOLF DISCOUNT:

Hotel Anantara Vilamoura Algarve will offer a 10% spa (excluding retail) for individual treatments ONLY for all event attendees. Please contact the resort directly to make your appointments. We ask that you do not schedule your spa or golf activities during event hours.



Top Tips for Suppliers Attending Hotec Europe

The Hotec Europe format is a simple and effective way to do business with a select group of top industry buyers. Some of you have attended Hotec Europe several times and are familiar with the format but many are new to the concept. We hope you find these tips useful.

BEFORE Hotec Europe -

1. Adhere to the Event Deadlines

This will ensure that you are well prepared for the event and that any special requirements you have are met. If you are unsure about anything, please ask us.

2. Maximize your Sales Opportunities

Be sure your profile within the appointment system is completed accurately. Your company profile will be read by buyers when choosing their meetings and will also be printed in the directory which buyers use as a resource manual throughout the year.

3. Research the Buyers

Get to know the buyers attending Hotec Europe by reading their profiles within the appointment system. In particular, make sure they are interested in meeting suppliers from your category. Try to look up their websites to be as knowledgeable about the companies you will be meeting at HOTEK EUROPE as possible. Buyers tell us that it really impresses them when a supplier has done their homework and done their research prior to the meetings.

4. Meetings Preparation

Prepare for each meeting with a list of questions you'd like to ask each buyer. The key is to establish where there is a connection between your products and/ or services and the buyer's needs. In this respect, be prepared to just focus. Don't spend time talking through activities that may be of no interest to the buyer. Be a good questioner and listener rather than a pure salesperson. The discussion may range from broad strategic to detailed specific so be prepared to talk strategically about the development of your company and future activities.

Use PowerPoint sparingly. Sometimes it is unavoidable but remember most of the buyers will sit through a minimum of 20 meetings, so it can become a little tiresome, particularly in the final sessions. Qualify what they are looking for and, if you have a PowerPoint, flip straight through to the salient points that can drive home your proposition.

5. What to Bring to Hotec Europe

Bring or send enough materials for your meetings. A display book is better than a laptop as it does not need charging. However, if you have something that is very visual and involves movement that can only be demonstrated properly via video, then obviously a laptop is the best option. Make sure you bring an adequate supply of business cards (a common oversight!). If you wish to give the buyers samples, it is best if you send these to their offices after Hotec Europe, so they do not have excess baggage to take back with them.

6. Find a Hotec Europe Buddy

If this is your first time to HOTECEUROPE and you are unsure about how to get the most out of the event, please let us know and we can introduce you to someone who has been to the event before and can help you along the way. On the other hand, if you have attended previously perhaps you might volunteer to be a HOTECEUROPE buddy for a new attendee.

AT Hotec Europe -

7. One-to-one Meetings and Program Participation

Every part of the program has been designed to give you maximum networking opportunities. So please ensure that you are punctual at all times and participate in the full program. The one-to-one meetings will be managed by a timekeeper who will announce the beginning and end of each meeting so please listen for these announcements. We can also schedule additional meetings for you with buyers who have available appointments at an additional cost. To inquire come by the Hotec Europe Hospitality Desk once you've received your finalized schedule.

8. Network with the Buyers

During the breakfasts, lunches, and receptions make sure that you sit next to different delegates. Target key people you want to meet, with whom you don't have one-to-one meetings. Buyer and supplier name badges are color-coded so that it is easy for you to tell who is a buyer. Photos of all delegates are included in the directory, so you can easily identify people at the event. We are also onsite at all times to assist with introductions as needed.

9. Networking with Your Peers

By networking with one another, suppliers get to share market knowledge, experiences, and contacts, thus forming key relationships which can prove very worthwhile in the future.



10. Have Fun

We are sure that you will make many new and long-lasting business relationships and friendships with many of the delegates at the event.

AFTER Hotec Europe-

11. Follow Up

Previous suppliers, who had great success from Hotec Europe, have indicated that the best way to follow up with the buyers is not to call or e-mail them immediately after the event, but to allow some time for them to catch up on their work. In addition, if the buyers do not respond right away, keep following up. We have specifically asked the buyers to be honest and tell you if they have interest or not. This way you can spend time serving those with the most interest in taking discussions further.
