



The 20th International
Hotel Investment Forum 2017
6-8 March 2017 | InterContinental | Berlin, Germany



**THE MEETING
OF GLOBAL
COLLABORATION**

Sponsorship Information

berlinconference.com

HOSTED BY

QUESTEX

**HOSPITALITY
GROUP**



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Important Deadlines

Please mark the following dates in your diary and ensure that the requested information reaches us on time.

ITEM	DEADLINE
Submit Company Logo	As soon as possible
Book hotel rooms for staff	As soon as possible
Payment of sponsorship fee	By date shown on invoice
Submit names for promotional mailing	By Friday 1st December 2017
Submit company 300 word description	As soon as possible but latest by Friday 1st December 2017
Submit company advertisement	As soon as possible but latest by Friday 1st December 2017
Reserve a table for the second day lunch	By Friday 9th February 2018
Register complimentary delegates	By Friday 9th February 2018
Submit prizes for prize draw	By Friday 9th February 2018
Shipping to arrive at venue	Between Thursday 1st March and Sunday 4th March 2018
An insert in the delegate pack – PATRONS ONLY	By Thursday 1st March 2018 (must discuss with Tess/Coralie)
Organise insurance for the exhibition	No later than Monday 5th March 2018

Organisers' Contact Details

For queries regarding attendee registration, please contact:

Patsy Milligan

Tel: +44 (0)1462 743776

Email: ihif@eventbooking.uk.com

For all other sponsorship-related queries, please contact:

Tess Pearson

Tel: +44 (0)1372 466579

Email: tpearson@questex.com

Coralie Swain

Tel: +44 (0) 208 547 9830

Email: cswain@questex.com



Conference Schedule-at-a-glance

SUNDAY 4th MARCH

11:00 – 18:00 Sponsors set-up exhibition stands

MONDAY 5th MARCH

7:00 – 11:00 Sponsors set-up exhibition stands
Only stands in the Pavillon, Potsdam Foyer, and Lobby areas can set up at 7:00 but at a moderate sound level as to not disturb breakfast guests

10:00 – 18:00 Registration and exhibition open

12:00 – 17:00 Plenary Sessions and Keynote Presentations: The Economics of Hotel Investment

17:00 – 18:30 Networking Xpress

18:30 – 20:30 Networking reception

TUESDAY 6th MARCH

07:30 – 08:30 Morning coffee and pastries

08:30 – 11:15 Plenary Sessions and Keynote Presentations: Innovation in Hospitality

11:15 – 11:45 Coffee break and sponsors' exhibition

11:45 – 13:00 Breakout Sessions on finance, regional markets, business strategy, operations, technology, guest experience

13:15 – 14:45 Networking lunch and awards

15:00 – 16:30 Breakout Sessions on finance, regional markets, business strategy, operations, technology, guest experience

16:30 – 16:45 Coffee break and sponsors' exhibition

18:30 – 20:30 Gala networking reception

WEDNESDAY 7th MARCH

08:00 – 08:45 Breakfast

08:45 – 11:15 Plenary Sessions and Keynote Presentations: Global Development

11:15 – 11:45 Coffee break and sponsors' exhibition

11:45 – 13:00 Breakout Sessions & In-the-Rounds

13:00 – 15:30 Networking lunch

15:30 – 18:00 Conference ends

* Sponsors can dismantle exhibition stands between 14:00 and 22:00 Wednesday 8th March.

PLEASE NOTE: This schedule is subject to change. Please check www.berlinconference.com for updates.



Venue

All conference events will take place at the host hotel – **The InterContinental Berlin**

Budapester Str. 2, 10787 Berlin, Germany

Tel. +49 30 26020

Fax. +49 30 2602 2600

The hotel is located in the city centre.

- Car parking for 106 cars
- Distance from Tegel airport 9km
- Distance from Tempelhof airport 7km
- Distance from Schonefeld airport 20km

Hotel Room Reservations

Rooms have been reserved for participants of the IHIF 2018 at hotels in Berlin. We advise you to book rooms as early as possible. Reservations should be made directly with the hotels.

Please visit: [Click here](#) for further information.



Sponsorship Entitlements

COMPANY LOGO ON PROMOTIONAL MATERIALS – needed by Friday 1st December 2017

Your company name or logo will appear on IHIF 2018 marketing materials, where appropriate. You will need to send your logo to us **as soon as you have signed your sponsorship agreement**.

If you have not already done so please submit both a high resolution colour and black & white version as an **illustrator vector file**, with **ALL fonts outlined** by **Friday 1st December 2017**.

Please email your logo to tpearson@questex.com or cswain@questex.com

NAMES FOR PROMOTIONAL MAILINGS – needed by Friday 1st December 2017

We ask sponsors to provide us with lists of their contacts to whom we can mail promotional pieces to encourage your contacts to attend the IHIF. Alternatively, we can provide you with promotional pieces to mail out yourself. We will be pleased to send special, personal invitations to your most important contacts or clients.

COMPANY 300 WORD DESCRIPTION – needed ASAP but latest Friday 1st December 2017

Please provide a **300 word description** of your company's products and services. This will be included in the conference materials. Descriptions any longer than 300 words may be edited without approval.

Profiles should be provided in an editable text format: .doc .docx .rtf .txt

ADVERT IN THE DELEGATE MATERIALS – needed by Friday 1st December 2017

You are entitled to place a full page, A4 COLOUR company advert in the on-site materials. The colour advert must be submitted by **Friday 1st December 2017** and must meet the following specifications:

Full Page (portrait) A4	Double Page Spread*
Trim = 210 x 297mm	Trim = 420 x 297mm
Copy = 190 x 277mm	Copy = 400 x 277mm
Bleed = 216 x 303mm	Bleed = 426 x 303mm

*NOTE: Please be aware that a 20mm gutter (10mm on each page) is required in the centre of your advert where any image could be obscured by the binding.

Acceptable artwork format:

- Adobe InDesign (packaged files to include all fonts and links)
- Acrobat (PDF/X-1a)
- Mac EPS (outline ALL fonts and include or embed links)

NOTE: ALL images and colour profiles must be CMYK; don't forget to include registration marks and 3mm bleed all around on your artwork.

TO UPLOAD YOUR COMPANY ADVERT AND DESCRIPTION GO TO:

www.berlinconference.com/index.php/uploads please input your company code to log in and follow the simple instructions.

Please submit your advert and company description by **Friday 1st December 2017**, clearly marked as below to avoid any confusion. These items can be uploaded independently, one at a time, if necessary, but please bear in mind our deadline.

If you have any amendments to either your advert or description, please re-upload your items and contact cswain@questex.com.

!! Please be aware that the maximum file upload for the advert is 25MB !!

PLEASE NAME YOUR DOCUMENTS CLEARLY: YourCompanyName-advert-IHIF18 or YourCompanyName-description-IHIF18.

Please note: Adverts and Descriptions are only accepted via the upload site. We no longer accept adverts and descriptions via email.



Sponsorship Entitlements

REGISTERING PEOPLE FROM YOUR COMPANY FOR THE CONFERENCE – register as soon as possible but no later than Friday 9th February 2018

Patrons are entitled to 5 (five). Sponsors are entitled to 3 (three) complimentary delegate places to the conference.

We also provide one Exhibitor Pass which allows entrance to the exhibition ONLY and not to any social or educational events.

- Any additional staff members who will be helping you in the exhibition must be included in your complimentary places or paid for.
- Any representatives who are speaking, moderating or on a panel at the event do not need to be included in your complimentary places – they will be registered by us when they confirm their participation.

TO REGISTER YOUR COMPLIMENTARY DELEGATES

- Go to berlinconference.com and click on 'Register Now', or [click here](#)
- Click on the option 'Complimentary Places'.
- Enter the unique registration code which has been emailed to you
- Complete the registration form

Please note that all confirmation emails for your company's complimentary delegate passes will be sent directly to the registered person so please ensure when registering any delegates that you use their own personal contact details (this is very important as the details you input will be what appears in the delegate materials).

TO REGISTER ANY DELEGATES IN ADDITION TO YOUR COMPLIMENTARY PLACES

- Go to berlinconference.com and click on 'Register Now', or [click here](#)
- Click on the option 'Paying delegate'.
- Complete the registration form



The Exhibition

STAND SIZE AND DECORATION

The standard exhibition space for Patrons is 5m x 3m and 3m x 2m for Sponsors (unless agreed otherwise with the organisers). Exhibitors can bring stands, materials, furniture but these must all fit within this space. The maximum height of the stand should be no more than 2.8m.

Materials used for decoration outside the exhibitors stands and other items may only be set up and/or attached with the hotel's written permission. All materials used must meet fire inspection guidelines. The use of adhesives, adhesive tape, furniture staple guns, nails, screws etc. for attaching material to walls, floors or ceilings is prohibited. The exhibitor is prohibited from using glue, paint or spray paint and any other damaging materials on the walls and floors.

THE EXHIBITOR IS OBLIGATED TO ADHERE TO THE FOLLOWING STATUTORY PROVISIONS

German Ordinance on the Operation of Special Constructions (SoBeVO) and Model Venue Regulations (MVStättV):

FIRE PREVENTION

Furnishings must be made of flame-resistant materials or better. For stages or sets with automatic fire-extinguishing systems furnishings made of normally flammable material are permitted. Props must be made of normally flammable materials or better. Decorations must be made of flame-resistant materials or better. Decorations in essential corridors and essential stairwells must be made of non-combustible material. Combustible material must be located far enough from ignition sources, such as spotlights or radiant heaters, to prevent the material from being ignited.

DELIVERY ZONE

<i>Loading zone Katharina Heinroth Ufer</i>	Height	Width
Door dimensions – service yard	2.90m	3.50m
Door dimensions to Potsdam I-III	2.24m	2.40m
Door dimensions to Potsdam Foyer	2.70m	1.65m

<i>Delivery zone Budapester Straße</i>	Height	Width
Pavilion	2.90m	2.50m
Smoking Lounge	2.65m	2.50m

FLOOR COVERINGS AND CEILING HEIGHTS

	Ceiling Height	Covering
Potsdam Foyer	2.85m – 3.69m	Granite/Natural stone
Potsdam I	5.20 m	Carpet
Potsdam II	3.70 m	Carpet
Potsdam III	5.20 m	Carpet
Pavilion	2.68m at front – 4.60m	Porcelain stone tiles
Conservatory	3.9m	Granite/Natural stone

All booths must maintain a distance of 1m from any smoke alarms/sprinklers in the room.



The Exhibition

SET-UP/DISMANTLE TIMES

The exhibition set-up times are as follows:

Sunday 4th March 11:00 – 18:00

Monday 5th March 07:00 – 11:00*

**Please note that for stands in Conservatory/Wintergarten and Garden Lounges, no set-up can take place during restaurant hours of 6:30 – 11:00. Stands in the Pavillon, Potsdam Foyer, Lobby areas can set up at 7:00 but at a moderate sound level as to not disturb breakfast guests.*

Dismantle times are as follows

Wednesday 7th March 14:00 – 22:00

Stands must not be dismantled during conference hours, and spaces must be cleared by 22:00.

ACCREDITATION OF STAND-BUILDING CREW

All exhibition set-up crews/personnel must report to the organiser's nominated member of staff prior to starting work in order to obtain an accredited badge to allow them free access to the hotel during the set-up and break-down times. The badge must be worn and visible at all times while they are at the hotel. Non-hotel personnel will be asked to leave the premises if they are not properly accredited. This provision applies expressly to set-up and breakdown days/times only.

ELECTRICITY/INTERNET/PHONE LINES

Exhibitors will be given 4 (four) electrical points free of charge. If you wish to order more electrical points, phone lines or internet for your stand, you can do so directly with the hotel for an additional fee.

Prices are listed in the separate Exhibitor Order Forum document. To guarantee a smooth process the hotel must be informed of the requirements for electrical connections, phone lines, internet access and other services no later than 14 calendar days prior to the first set-up day. The Exhibitors are prohibited from installing local networks without the Hotel's consent.

To order additional technical requirements please contact:

Olga Morgonov, Event Sales Executive, InterContinental Berlin

Email: olga.moellerman@ihg.com

Tel: +49 (0)30 2602 1169

EXTRA STAND EQUIPMENT HIRE

Our preferred supplier for ordering extra equipment for your exhibition stand is Marketing Support who will be based on-site.

They provide items such as: furniture hire; brochure racks; plasma screens and other technology hire; flooring and carpet. They can also provide graphic production, exhibition stand design and production (from pop-up to full purpose-built).

Please contact:

Danny, Marketing Support

Email: danny@marketingsupport.co.uk

Tel: +44 1438 313 003

The hotel can also provide furniture hire, floral displays etc please contact:

Olga Morgonov, Event Sales Executive, InterContinental Berlin

Email: olga.moellerman@ihg.com

Tel: +49 (0)30 2602 1169



The Exhibition

INSURANCE AND SECURITY – Organise own by Monday 5th March 2018

The organisers have no insurable interest in the property, staff or actions of sponsors. Sponsors must ensure that they have sufficient insurance to cover claims associated with their staff, and have property and third party liability coverage. The exhibition hall is not locked overnight and although there is security on site, you should not leave valuables unattended at any time. The organisers will not be responsible for anything that is lost, damaged or stolen at any time.

SHIPPING/STORAGE

Exhibitors may send materials, stands or backdrops to the venue. Sponsors are responsible for organising their own shipping to and from the venue. We recommend that you use the services of an exhibition freight forwarder for sending materials to the conference. We can recommend the following companies who can arrange the shipping of your materials and can deal with customs if required. These companies have agencies in most countries of the world.

ILS – International Lifting & Shipping

International House, Colonnade Point, Central Boulevard Prologis Park, Coventry CV6 4BU UK

Contact: Sean Adriaanzen

Tel: +44 24 76337955

Fax: +44 24 76336795

Email: sean@i-l-s.co.uk

www.i-l-s.co.uk

Portatio GmbH

Florastraße 10, 16562 Hohen Neuendorf

Contact: Katrin Pohl

Tel: +49 30 817 224 201

Fax: +49 3303 506 466

Mobile: +49 176 7047 6066

Email: service@portatio.de

Deliveries will be accepted 5 calendar days prior to the start of the event at the earliest. Please observe the hotel's regular delivery times. Monday to Friday 07:00 – 15:00. Please use the package form (enclosed at the end of this booklet) for shipping. The name of the conference / event, booth number, number of packages and sender must be clearly visible on the delivered items / packing list. The hotel will not accept any deliveries that cannot be clearly assigned to a specific event or purpose. The hotel's delivery entrance is on the ground floor. There is no loading ramp. There is no unloading equipment, such as forklifts or pallet trucks, on the hotel's premises, however, upon request the equipment can be ordered from a third party by the hotel. The hotel is not liable for the completeness and condition of delivered items. The same applies to damage that occurs during storage at the hotel, unless the damage is the result of intent or gross negligence on the part of the hotel.

The use of non-hotel pallet trucks and forklifts inside the hotel must be coordinated with the hotel prior to use.

SHIPPING SHOULD ARRIVE NO EARLIER THAN WEDNESDAY 28th FEBRUARY AND NO LATER THAN SUNDAY 4th MARCH 2018.

PLEASE ALSO REMEMBER TO ARRANGE SHIPPING FOR COLLECTION OF YOUR MATERIALS AFTER THE EVENT!

CONTINUED ON NEXT PAGE...



The Exhibition

As long as items are properly marked using the attached shipping label materials will be stored and the storage room will be available to exhibitors from 09:00 on Sunday 4th March to retrieve items.

All items brought in for the event must be removed immediately after the event, unless different pick-up times have been agreed with the hotel in advance and in writing. If unexpected materials remain at the hotel after the event, the hotel reserves the right to either store these materials at the owner's expense or to dispose of them at the owner's expense. The storage fee is € 80.00 per day and per m³. It is up to the hotel to decide whether to store the items or dispose of them.

CATERING FOR EXHIBITION STANDS

Exhibitors can order food, beverages and equipment from the hotel. Orders must be placed no later than 14 calendar days prior to the start of the event. Bringing in food and beverages from outside is not permitted without the hotel's prior approval, which includes the use of Exhibitors' own coffee makers. If it turns out during the event that these rules are not adhered to the hotel reserves the right to charge a corkage fee. All food items and beverages brought in from outside must be reported to and approved by the hotel no later than 14 calendar days prior to the start of the event. All food must be purchased, stored and transported in accordance with German HACCP guidelines.

The hotel charges the following corkage fees for outside food and beverages:

Wine € 25.00 per 0.75

Sparkling wine € 28.00 per 0.75

Champagne € 30.00 per 0.75

Liquor € 45.00 per 0.75

Beer € 7.50 per litre

Soft drinks/water € 6.00 per litre

Coffee/tea/speciality coffees € 3.00 per cup

Ice (cubes or crushed) € 5.00 per kilo

Pastries € 6.00 per day if offered as a giveaway in a bowl (100gr) at the booth € 2.50 per 100gr/day if offered any other way

Fruit € 2.00 per day/piece if offered as a giveaway at the booth € 1.00 per piece/day if offered any other way

Chocolate bars € 2.00 per day/ piece if offered as a giveaway at the booth, € 1.00 per piece/day if offered any other way

Savoury biscuits € 3.50 per day if offered as a giveaway in a bowl (100gr) at the booth, € 2.50 per 100gr/day if offered any other way

Gummi bears € 4.00 per day/ pack if offered as a giveaway in a bowl at the booth, € 2.50 per pack/ day

The corkage fee for items not listed here will be calculated by the hotel on an individual basis.

To order catering from the hotel please contact:

Olga Morgonov, Event Sales Executive, InterContinental Berlin

Email: olga.moellerman@ihg.com

Tel: +49 (0)30 2602 1169



The Exhibition

ESCAPE/EMERGENCY ROUTES

All escape and emergency routes in the InterContinental Berlin must be kept clear at all times, including during set-up and breakdown of the exhibition. In the event of non-compliance the hotel shall exercise its property rights.

EXHIBITION STAND CLEANING/WASTE DISPOSAL

Exhibitors are responsible for the correct and appropriate disposal of packaging and residual materials. If required, the hotel can provide a container for an additional fee. In the event of noncompliance the exhibitor will be billed for any incidental cleaning and disposal costs.

Waste Disposal costs are as follows:

Custodial staff fees: € 35.00 per person per hour plus container fees.

7.5 m³ container - € 420.00

13 m³ container - € 530.00

25 m³ container - € 950.00

Fees are charged each time a container is emptied.

Exhibition stand cleaning fees are as follows and must be ordered directly through the hotel

€ 5.00 per square metre cleaned (waste disposal, hoovering)

€ 7.00 per square metre cleaned (waste disposal, hoovering, mopping)

Booth cleaning services must be ordered no later than 14 calendar days prior to the start of the

EXHIBITION OF CARS

The exhibition of a car inside the hotel is subject to approval by the hotel. When exhibiting a car, all fluids must be removed, the tank must be filled with nitrogen and an oil sump must be placed underneath the car. The hotel must be provided with a corresponding certificate. The car may only be pushed inside the hotel. In addition, delivery details must be coordinated separately with the hotel. Cars can be placed in the following rooms: Pavilion, Smoking Lounges, Potsdam, Potsdam Foyer and Conservatory.



The Exhibition

THE HOTEL'S HOUSE RULES OF CONDUCT

The InterContinental Berlin is an upscale hotel. All technical crews are required to comport themselves accordingly. The following rules of conduct must be observed by all non-Hotel personnel, such as set-up crews, suppliers, etc:

- The escape and emergency routes in the InterContinental Berlin must be fully accessible at all times. The legal regulations of the BetrVO / SoBeVO / BauOBl (ordinances for buildings and special buildings and the building code) are in effect.
- For fire safety reasons the storage of equipment inside the Hotel is prohibited without the Hotel's prior consent.
- All traffic corridors inside the hotel, especially those leading to the restaurants, must remain accessible at all times. Waste and packaging materials must be disposed of at once.
- Deliveries will not be accepted at the hotel's main entrance.
- Smoking is only permitted in the hotel's service yard.
- The use of lavatories in the guest areas is not permitted. All vendors, workmen and setup crews must use the staff lavatories in the back area of the hotel.
- Technical crews are not allowed to eat in the hotel's guest areas.
- Any work that creates dirt and noise is prohibited inside the hotel.
- Outside technical crews hired to work in the hotel are required to wear clearly visible badges.
- Workers found without proper accreditation will be asked to leave the hotel .
- It is important to ensure that rooms are securely locked and that personal property and exhibition equipment is properly secured. The hotel is not liable for lost items.
- Please note that suppliers, set-up crews and technical crews must comply with the InterContinental Berlin's dress code. A well-groomed appearance must be maintained at all times. Outerwear featuring bright or flashy designs is prohibited.
- The instructions of the hotel's staff or security personnel must be followed.
- The Exhibitor is obligated to conserve energy. All electrical devices in a booth must therefore be switched off every day at the end of the exhibition.

We are dedicated to making your Sponsorship of the IHIF as successful, productive and enjoyable as possible.
If you have any questions about your sponsorship please do not hesitate to contact **Tess Pearson** on +44 (0)1372 466579
or email tpearson@questex.com or **Coralie Swain** on +44 (0) 208 547 9830 or cswain@questex.com



Optional or Pre-Bookable for Sponsors and Patrons

INSERT INTO DELEGATE BAGS (PATRONS ONLY) – needed by Thursday 1st March 2018

This entitlement is for Patrons only. If you wish to place an insert please discuss this with Coralie Swain before you have it produced to ensure that it will fit into the delegate bag and to confirm quantities. Inserts must arrive at the hotel no later than Thursday 1st March. The boxes must be labelled exactly as instructed and you will be given this information when you confirm that you wish to include an insert.

GIVE-AWAYS FOR PRIZE DRAWS – details required by Friday 8th February 2018

Prize draws are made at the conference lunches. To increase your company's profile at the event you are encouraged to donate prizes. Prizes are requested to be of an up-market nature (valued at over £100) and have included complimentary holidays, complimentary stays at hotels, iPods etc.

We reserve the right to refuse prizes if we do not feel they are appropriate. Please let Tess Pearson/Coralie Swain know what you wish to donate and provide any relevant tickets/vouchers. Please email the vouchers or bring the prize on-site with you.

RESERVED TABLES FOR SECOND DAY LUNCH ONLY – reservation required by Friday 2nd February 2018

PLEASE NOTE: For IHIF 2018 there will be only one sit-down lunch and therefore sponsors can reserve tables for the lunch on Wednesday ONLY. There is not the opportunity to reserve a table at the Tuesday lunch as this will be a buffet. As a sponsor you may reserve a table for 10 people on Wednesday's lunch. You can request a delegate list from us any time after Friday 2nd February 2018 to enable you to invite guests to join you at the table (guests must be registered delegates of the IHIF). Please contact Coralie Swain to reserve a table.

USE OF A MEETING ROOM

Sponsors may make use of the meeting for one hour during the duration of the IHIF 2018. Space will be offered on a first-come, first served basis. The room will be available on Monday 5th and Tuesday 6th March from 08:30 – 18:30 and on Wednesday 7th March from 08:30 – 18:00. Please contact Tess Pearson to check availability and reserve the meeting room. Please note that Patrons get the use of a meeting room for the full duration, subject to availability.

CATERING FOR MEETING ROOMS – see page 11 for details

If you require specific meeting room set-ups or wish to order catering for your meeting room please contact:

Olga Morgonov, Event Sales Executive, InterContinental Berlin

Email: olga.moellermann@ihg.com

Tel: +49 (0)30 2602 1169



Please attach a label to EVERY PACKAGE YOU SEND. Please photocopy if you require more.

DELIVERY FOR
INTERCONTINENTAL BERLIN, KATHARINA-HEINROTH UFER, 10787 BERLIN, GERMANY

CONTACT IN THE HOTEL **OLGA MORGONOV, EVENT SERVICE COORDINATION**

NAME OF EVENT **INTERNATIONAL HOTEL INVESTMENT FORUM 2018**

BOOTH NAME/NUMBER

PACKAGE NO. OF

THE DELIVERY WILL BE PICKED UP BY

TELEPHONE NO. OF PERSON ON SITE

SENDER OF PACKAGE

DELIVERY FOR
INTERCONTINENTAL BERLIN, KATHARINA-HEINROTH UFER, 10787 BERLIN, GERMANY

CONTACT IN THE HOTEL **OLGA MORGONOV, EVENT SERVICE COORDINATION**

NAME OF EVENT **INTERNATIONAL HOTEL INVESTMENT FORUM 2018**

BOOTH NAME/NUMBER

PACKAGE NO. OF

THE DELIVERY WILL BE PICKED UP BY

TELEPHONE NO. OF PERSON ON SITE

SENDER OF PACKAGE

Stick this completed label on your package(s)!