

HIC
HOSPITALITY
INDUSTRY
CLUB

#COCOCOCO
#4XCO

COVID COMEBACK CONFERENCE COLOGNE

HYBRID, DIGITAL & EDUCATIONAL
OCTOBER 13TH/14TH, 2021
COLOGNE | GERMANY

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1 | EUPENER STRASSE 124 | 50933 COLOGNE | GERMANY

HIC
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HIC IS BACK!

**SO WHAT ARE WE
GONNA DO
ABOUT IT,
NOTHING?**

HELL NO!
WE'RE TOTALLY EXCITED TO HOST OUR **FIRST EVENT IN 2021.**
LOCATION IS BOOKED.
CONCEPT IS READY.
ONLY YOU FOLKS ARE **MISSING!**

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THE GOAL IS CLEAR

**BRING BACK TOGETHER OUR
LOVELY NETWORK OF TECH
PARTNERS & HOTELIERS
HELPING EDUCATE THE
MARKET & RESTART**

#COCOCOCO CONCEPT

A ONE DAY CONFERENCE,
STREAMED LIVE TO THE WEB,
A SMALL LIVE AUDIENCE,
EXPERTS, HOTELIERS, PANELS,
WORKSHOPS & 1:1 DEMOS

#COCOCOCO CONFERENCE - KITCHEN EVENT

THE NIGHT BEFORE THE EVENT
WE'LL HOST A LOVELY
KITCHEN PARTY FOR ALL
PARTNERS & FRIENDS (MAX 80
PPL). SPONSORING AVAILABLE.

#COCOCOCO STAGES - 9AM TO 6PM

MAIN STAGE

- Invitation only
- Keynotes & expert interviews
- Partner panels
- Educational content only
- Sessions from 30-60 min
- LIVE on site audience of up to 30 people possible
- LIVE unlimited online audience via platform
- On demand: all sessions recorded and available on HIC website

WORKSHOP STAGE

- Invitation & sponsoring
- Expert interviews & presentations
- Educational content only
- Sessions 30 min
- LIVE on site audience of up to 15 people
- LIVE unlimited online audience via platform
- On demand: all sessions recorded and available on HIC website

CONFERENCE HALL

- Sponsoring only
- 1:1 sessions on site in conference hall
- 1:1 sessions via our LIVE platform
- Dedicated desk with 3 chairs
- Bring your roll-up as backdrop
- No recordings

#COCOCOCO DIFFERENCE

FOR THE MAIN STAGE WE
INVITE EXPERTS FROM OUR
NETWORK & PARTNERS TRYING
TO EDUCATE, AS ALWAYS. NO
PITCHES OR BOUGHT SLOTS.

#COCOCOCO MAIN STAGE: POTENTIAL TOPICS

DIGITISATION OF PROCESSES,
E-SOLUTIONS, INCREASING
DIRECT BOOKINGS, THE RIGHT
TECH STACK, FINDING TALENT,
CONVERSION OPTIMISATION...

#COCOCOCO WORKSHOP STAGE

EDUCATE THE AUDIENCE
ABOUT YOUR TOPIC OF
EXPERTISE WITHIN A **30 MIN**
SESSION, E.G. BEST CASE /
PRACTICE, INTERVIEW.

#COCOCOCO CONFERENCE HALL

WITHIN DEDICATED 1:1
SESSIONS, EITHER ON SITE OR
ONLINE, PITCH YOUR
SERVICES, NETWORK OR
CONSULT THE AUDIENCE.

AVAILABLE PACKAGES

SPONSORING OPTIONS FOR OUR EVENT.

MAIN SPONSOR PACKAGE: EURO 990 NET

**ON SITE HOST TICKET FOR 1:1
SESSIONS W. DEDICATED
CONFERENCE HALL DESK.
PACKAGE INCL. 20 ONLINE ALL
AREAS TICKETS FOR HOTELIERS,
KITCHEN EVENT + 2 GUESTS.**

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LIVE WORKSHOP SPONSOR PACKAGE: EURO 490 NET

**ON SITE HOST OF A
30 MIN EDUCATIONAL
WORKSHOP OR INTERVIEW
EXPERT INCL. ON-DEMAND
RECORDING.**

ON SITE TICKET SPONSOR PACKAGE: EURO 249 NET

**SPONSOR AN ON-SITE EVENT
TICKET INVITING YOUR
PERSONAL GUEST TO THE
EVENT W. ACCESS ALL AREAS
(LIMITED).**

ON-DEMAND WORKSHOP SPONSOR PACKAGE: EURO 99 NET

PRESENT YOUR KNOW-HOW AS
HOST OF A **15-20 MIN PRE-
RECORDED EDUCATIONAL
WORKSHOP** ON OUR LIVE &
ON-DEMAND PLATFORM.

EXCLUSIVE MAIN STAGE SPONSOR PACKAGE: EURO 2.990

SPONSOR THE MAIN STAGE SESSIONS WITH YOUR BRANDING ON THE BACKDROP OF THE STAGE AND BE MENTIONED AT THE BEGINNING OF EACH SESSION: THIS PANEL IS PRESENTED BY...YOU! INCL. PREFERRED LISTING IN NEWSLETTER, SOCIAL MEDIA & WEBSITE COMMUNICATION

EXCLUSIVE KITCHEN SPONSOR PACKAGE: EURO 2.990

SPONSOR OUR LOVELY KITCHEN GET-TOGETHER THE EVENING BEFORE THE CONFERENCE WITH UP TO 80 PEOPLE ATTENDING & INVITE UP TO 20 GUESTS YOURSELF. PREFERRED LISTING IN NEWSLETTER, SOCIAL MEDIA & WEBSITE COMMUNICATION

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#COCOCOCO THRILLS OVERVIEW

KITCHEN EVENT | OCT 13TH

- Invitation only
- Limited at 80 people
- Free access to all sponsors + 2 guests
- Free dinner buffet in food truck style
- Coffee & tea specialties
- Softdrinks
- Red / white wine, Cremant de Bouvet, Sion Kölsch

CONFERENCE | OCT 14TH

- Free access to all sponsors
- Guests with entry tickets only
- Limited at 80 people
- Welcome snacks in the morning
- Coffee break cakes
- Free lunch buffet
- Coffee & tea specialties
- Softdrinks
- Red / white wine, Cremant de Bouvet, Sion Kölsch

SERVICES | OCT 13TH/14TH

- Free WiFi for all partners on conference day provided by NetCologne
- Free parking on the street next to the venue
- Preferred rate for all partners at The New Yorker Hotel (200 meters from location)
- Good weather: outside lounge area



AVAILABLE PACKAGES

PARTICIPATION OPTIONS FOR OUR EVENT.

ATTENDEE PACKAGE ON SITE: EURO 249 NET

**ON SITE EVENT TICKET AS AN
ATTENDEE INCL. ACCESS TO
MAIN STAGE, WORKSHOPS &
CONFERENCE HALL,
SOFTDRINKS, COFFEE & LUNCH**

ATTENDEE PACKAGE ONLINE ALL AREAS: EURO 79 NET

**ONLINE EVENT TICKET INCL.
LIVE BROADCAST OF PANELS,
WORKSHOPS, 1:1 DEMOS &
RECORDINGS OF ALL SESSIONS,
HANDOUTS OF PARTNERS**

FREEMIUM PACKAGE ONLINE 1:1S: FREE

**ONLINE EVENT TICKET INCL.
ACCESS TO CONFERENCE HALL
WITH ALL 1:1 DEMOS OF
PARTNERS.**

#COCOCOCO

**WE'RE BACK WRITING A NEW
CHAPTER, TOGETHER.**

#COCOCOCO - PING!

ALL REQUESTS:

+49 221 988 677 61 OR
INFO@HOSPITALITYINDUSTRY.
CLUB