

# HORIZONS MARKETING GROUP INTL. INC.

**Dear Summit Attendee:**

We are pleased to invite you to the **14<sup>th</sup> Annual International African American Hotel Ownership & Investment Summit & Trade Show** on **July 21-24, 2010** at the Doral Golf Resort & Spa, Miami, Florida. The theme is “**Creating New Opportunities**”. This event is presented by the **National Association of Black Hotel Owners, Operators & Developers (NABHOOD)**, Black Meetings & Tourism Magazine and Horizons Marketing Group. This year’s summit will be exciting and packed with information to help you understand the many opportunities available in the hotel ownership, investment and supplier diversity. You will meet industry representatives interested in doing business with African Americans.

The 4-day educational summit is designed to educate attendees on how to become a hotel owner or investor, share minority travel trends, explore supplier opportunities, learn how to market to minorities and look at diversity issues affecting the industry. The summit opens on Wednesday morning, July 21 with the **NABHOOD/HBCU Scholarship Golf Tournament on the Blue Monster Course** to raise money for minority hospitality students, followed at noon with our Orientation Program for new & prospective hotel owners, Committee Meetings, Opening General Session and the Chairman’s Welcome Reception in the evening. General Sessions & workshops will be held Wednesday through Friday with Student workshops Saturday morning followed by NABHOOD Career Fair & Job Expo. NABHOOD Corporate Dinners take place Thursday evening to allow new & potential owners to spend time with their preferred hotel brand (eligible attendees must sign up in advance and is based on availability). Several hotel companies will have Corporate Suites during the summit and we encourage you to visit them for additional information. The NABHOOD Awards Luncheon is on Thursday to recognize individuals and companies that have demonstrated through their actions a commitment to diversity while providing opportunities to minorities. The Trade Show will be on Friday in addition to our “Focus on the Caribbean” where you can meet Caribbean Island representatives and learn about investment opportunities and incentives.

Summit attendees include African American hoteliers, entrepreneurs, national leaders and hospitality representatives, professional athletes, McDonald restaurant owners, city/state/country development representatives and financial experts. These and other industry professionals will lead general sessions, workshops and seminars that will spark discussion on African American hotel ownership, public/private partnerships, financing, franchising, investment opportunities, creating partnerships, employment & supplier opportunities. Hear about the outlook of the capital market and where the economy is heading and how deals are getting done.

Invited speakers Bill Marriott, Chairman/CEO, Marriott Hotels Intl.; Christopher J. Nassetta, President/CEO, Hilton Hotels Corp.; Steven Joyce, President/CEO of Choice Hotels; Eric Danziger, President/CEO, Wyndham Hotel Group; Jim Abrahamson, President, InterContinental Hotels Group; Bruce Golding, Prime Minister of Jamaica; Jean-Max Bellerive, Prime Minister of Haiti and Vincent Vanderpool-Wallace, Bahamas Minister of Tourism/Aviation to speak about Caribbean tourism opportunities.

Along with industry experts, you will also meet individuals seeking partners and/or investment opportunities. Past conferences featured successful African Americans in the industry as well as industry experts like Sheila Johnson, Owner of Salamander Hospitality LLC who is developing a string of upscale boutique hotels; Steven Rudnitsky, President of Dolce Hotels & Resorts and Prime Minister David Thompson of Barbados. The summit will feature Richmond McCoy, President of UrbanAmerica, who opened the largest Doubletree Hotel in the world with 1,090 rooms in Orlando Florida; Tom Baltimore, President/Co-Founder of RLJ Development, who partnered with Bob Johnson formerly of BET to create one of the largest hotel companies in the country; NABHOOD’s Chairman Mike Roberts of Roberts Hotel Group and Ken Fearn of Integrated Capital and his partners, Tom & Joyce Moorehead who are investors in the Residence Inn at National Harbor. Learn about our new effort to increase minority supplier opportunities and hear from Carl Mayfield, Sr. VP of Design & Construction for RLJ Development.

Meet Margia Blankenship, first African American woman owner who developed a Candlewood Suites in Houston; Deanne Ayers-Howard and husband LeRoy, who created a new partnership to develop more hotels; McDonald restaurant operators Hank Thomas and Ron & Don Bailey who are now hotel owners; Ernest Murphy former university professor turned hotel developer and Ulysses Glee who is developing his first project in Silver Springs, MD and looking for investors and hear how Asian Americans became the largest minority hotel ownership group in the America from C. K. Patel, AAHOA Chairman.

**Early registration is \$325 for NABHOOD members & \$399 for non-members if received by May 21.** Registration includes all workshops & educational sessions, New Hotel Owners Orientation Program, scheduled meal functions and Trade Show. **Sponsorships are available and extremely important to the success of this summit.** For additional information contact **Horizons Marketing Group Intl. at Tel: (954) 792-2579 Fax: (954) 337-2877 or E-mail: horizons@gate.net. All information is available at [www.nabhood.com](http://www.nabhood.com)**

**HOTEL OWNERSHIP & INVESTMENT SUMMIT & TRADE SHOW – JULY 21–24, 2010**  
**DORAL GOLF RESORT & SPA**

**SUMMIT REGISTRATION FORM**

**REGISTER ONLINE: [www.NABHOOD.com](http://www.NABHOOD.com)**

Last Name \_\_\_\_\_ First \_\_\_\_\_

Job Title \_\_\_\_\_

Company/Association \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_

E-Mail \_\_\_\_\_ Web Site: \_\_\_\_\_

**\*NABHOOD New Hotel Owners Orientation Training Program: Wednesday, July 21 (12pm-5pm) [ ] Will Attend [ ] Will Not Attend**

**\*NABHOOD Corporate Dinners: Thursday, July 22** (This program is subject to availability and is designed for potential hotel owners to learn more about the franchisor. Please select the brand you are interested in. You will be notified if you have been selected.)  
*(Check One)* [ ] Marriott [ ] Hilton [ ] Choice [ ] Wyndham [ ] Starwood [ ] La Quinta [ ] Hyatt [ ] IHG

	<u>Early Registration</u> <u>Deadline May 21</u>	<u>Registration</u> <u>(After May 21)</u>	<u>On-Site Registration</u>
[ ] NABHOOD Member	\$325	\$375	\$499
[ ] Non-Member	\$399	\$450	\$499
[ ] Hospitality Student	\$ 99	\$ 99	\$499
[ ] NABHOOD/HBCU Scholarship Golf Tournament, July 21 on the Blue Monster	\$199	\$229	\$259
<b><u>One Day Fee</u></b>	\$250	\$300	\$350
[ ] Wed [ ] Thur [ ] Fri			

**\*Registration fee includes all scheduled events, workshops & food functions.**

[ ] NABHOOD Scholarship Fund Contribution [ ] \$20 [ ] \$50 [ ] \$100 [ ] \$300 [ ] \$500 [ ] \$1,000

<b><u>EXHIBITOR FEES</u></b> (Table Top)		<b><u>SUMMIT PROGRAM ADVERTISING RATES</u></b>
[ ] Corporations \$ 1,295		[ ] Back Cover Color 7 ½" x 10" \$3,500.
[ ] Tourism Agency/Federal/State/City \$ 1,295		[ ] Inside Cover Color 7 ½" x 10" \$2,500.
[ ] NABHOOD Allied Member \$ 1,000		[ ] Full Page Color 7 ½" x 10" \$1,700.
Exhibit Hours: Friday, July 23 (11am-5pm)		[ ] Full Page B/W 7 ½" x 10" \$1,100.
Exhibitor Package includes:		[ ] ½ Page B/W 7 ½" x 5" \$ 600.
6 foot draped table, 2 chairs, Official Program Listing		Specs: 90 x 120 line screen
Space will be assigned on a first-come, first-serve basis.		All ads must be camera ready & supplied on disc
<b>Any request for additional items must be submitted in writing and may be subject to additional charges.</b>		<b>Copy Deadline: June 4, 2010</b>

Credit Card Payments may be sent by fax to 954-337-2877

[ ] American Express [ ] Master Card [ ] Visa [ ] Discover Card [ ] Debit Card

Account Number \_\_\_\_\_ Card ID # \_\_\_\_\_ Expiration Date \_\_\_\_\_

Name of Cardholder: Last Name \_\_\_\_\_ First \_\_\_\_\_

Card Billing Address: Street \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ SIGNATURE \_\_\_\_\_

Payment: Registration \$ \_\_\_\_\_ + Exhibit Fee \$ \_\_\_\_\_ + Advertisement \$ \_\_\_\_\_ + Golf \$ \_\_\_\_\_ = Total \$ \_\_\_\_\_

Check payable in U.S. funds sent to: **HORIZONS MARKETING GROUP INTL, INC.**  
 3520 W. Broward Blvd., Suite 119, Fort Lauderdale, FL 33312  
 Tel: (954) 792-2579 Fax: (954) 337-2877 E-Mail: [horizons@gate.net](mailto:horizons@gate.net)

**CANCELLATION/REFUNDS:** Cancellation received in writing by June 9, 2010 is refundable less \$150 per person processing fee. Cancellation received after June 9th is non-refundable; however, for an additional fee of \$150 substitutions are permitted. All requests must be in writing. Should any balance remain unpaid, purchaser agrees to pay the cost incurred for collection.

# HOTEL ACCOMODATION

The host hotel for the 14<sup>th</sup> Annual International African American Hotel Ownership & Investment Summit & Trade Show is .....

**Doral Golf Resort & Spa**

4400 N.W. 87<sup>th</sup> Avenue

Miami, FL 33178

Reservations: 1-800-228-9290

**RATE: \$109 per night, plus tax**

NABHOOD has reserved a block of rooms for \$109 per night, plus tax. Please call the reservation number above to make your room reservation. Rooms must be reserved by June 18, 2010 to receive this special rate. After that date, reservations are subject to rate and space availability. Please advise the reservation specialist that you are attending the “NABHOOD Summit” to receive the special rate. Each reservation must be secured by the first night deposit or with a major credit card. Check in time is 4:00PM and check out is noon. For a suite or special accommodations, please call the hotel directly at 1-305-592-2000 or our office.

Click here to begin your Reservation Process.

[Doral Golf Resort & Spa, A Marriott Resort >>](#)

If not, paste the link below in the browser.

<http://www.marriott.com/hotels/travel/miadl?groupCode=nabnaba&app=resvlink&fromDate=7/20/10&toDate=7/25/10>

You will be directed to the property’s home page with the code already entered in the appropriate field. All you need to do is enter your arrival date to begin the reservation.

