

HospitalityTechnology2010

The 7th International Hospitality Technology Exhibition

SINGAPORE EXPO
20-23 APRIL 2010

EMPOWERING THE FUTURE

MANAGEMENT SYSTEMS SECURITY
RESERVATION ENTERTAINMENT AUDIO
VISUAL INTERNET BROADBAND POINT
OF SALES IN-ROOM TECHNOLOGIES
CRM SYSTEM F&B MANAGEMENT
SYSTEM MANAGEMENT SYSTEMS
SECURITY RESERVATION
ENTERTAINMENT AUDIOVISUAL
INTERNET BROADBAND POINT OF
SALES IN-ROOM TECHNOLOGIES
CRM SYSTEM F&B MANAGEMENT
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SECURITY RESERVATION
ENTERTAINMENT AUDIOVISUAL
INTERNET BROADBAND



HospitalityTechnology2010 is Part of:



The 17th International Food & Drinks, Hotel,
Restaurant, Bakery & Foodservice
Equipment, Supplies & Services Exhibition
and Conference with FHA Culinary Challenge
Since 1978

www.hospitalitytechnology-fha.com

Running alongside HospitalityTechnology2010 are:
FoodAsia2010 • HotelAsia2010 • Bakery&Pastry2010 • HospitalityStyleAsia2010

Your Dedicated Partner in Unveiling Hospitality Technology Trends



Boost in operational efficiencies, optimisation of processes, security enhancement, integrated tracking of inventory, minimise costs, building profitable customer relationships and improve customer loyalty – these are the key qualities that buyers look out for during the procurement of technology products and solutions. According to *Hospitality Technology* magazine, "Increased security requirements are accelerating the trend towards integration. When operators desire a complete system refresh, a single-source, fully-integrated solution is generally the only type of purchase now considered..." (*Hospitality Technology* magazine, December 2008). As such, technology suppliers and providers from the foodservice and hospitality industry are being asked to "do more with less".

Participate in HospitalityTechnology2010 and you will be positioned alongside other international technology market leaders to introduce products and solutions that effectively strengthen the businesses of buyers in different economic climates. Hotels are not the only ones capitalising on new technology tools for profit maximisation and cost minimisation; foodservice operators, airlines and retailers are upgrading through innovation and rejuvenation of its facilities and amenities.

HospitalityTechnology2010 engages serious buyers from the foodservice and hospitality industry - all looking for the information on the latest products and emerging technology. This trade event is your dedicated partner in unveiling hospitality technology trends for Asia's market.



Product / Technology Sector	No. of Indicated Interest**
Accounting / Billing / POS	4,862
Bar Coding / Scanners	3,889
Database Management / Marketing	4,092
Computer Hardware / Technology Services	3,698
Energy Management Systems	2,595
Hospitality Management Systems	5,525
In-room Technologies / Entertainment	2,571
Security Systems	2,971
Telecommunications / Internet	2,919

*The above audited statistics have been verified by PricewaterhouseCoopers Singapore.

+Visitors may indicate more than one product interest.



FHA2008 trade visitors came from:

- Airlines
- Cash & Carry Stores
- Convenience Stores
- Cruise Liners
- Grocery Stores
- Hotels
- Hypermarkets
- Institutional Caterers
- Rail
- Resorts & Country Clubs
- Restaurants, Bars, Clubs & Cafés
- Supermarkets

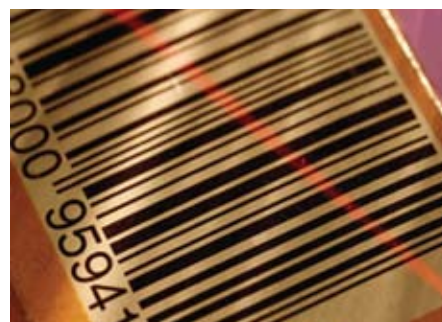
Grab this opportunity to explore new business partnerships as we bring you face-to-face with the right people!

Technology Solutions Redefining the Efficiency and Business Capabilities of Foodservice and Hospitality Industries

- Carlson Hotels Worldwide, a global hotel company with more than 1,000 properties in 74 countries, has enabled a Direct Connect between the company's five hotel brands and Amadeus' distribution system. This provides Carlson Hotels with a faster, more flexible, efficient and reliable interface and enables the brand to provide a more accurate booking process for the 99,000 travel agencies worldwide connected to Amadeus. The Direct Connect allows both companies to proactively develop new offers that keep pace with the demands of current and future travellers. (Source: *Hospitality Technology magazine*, February 2009)



- OnQ, an integrated suite of tools that provides guest information to team members on demand, was launched for the first time in MEA (Middle East and Africa) at Hilton Fujairah Resort in the UAE and the Hilton Hurghada Resort in Egypt. Hilton is the only major hospitality brand that has successfully launched such an advanced proprietary system utilizing a single, common technology platform across all brands. (Source: *ArabianBusiness.com*, July 2008)



- In an effort to maximise its investments in technology and ultimately improve customer service, Domino's Pizza is launching its new Microsoft-based store systems solution to the majority of the 8,200 franchised and 500 company-owned stores in the United States and over 60 international markets. Currently, over 2,500 Domino's stores are taking advantage of the new solution's value-added capabilities to support a thin-client store platform that drives customer satisfaction and performance while also boosting cost savings and security. (Source: *Microsoft Corp*, February 2009)
- PAK Supermarkets, Europe's largest Asian supermarket chain, has installed Dedicated Micros' Advanced Point of Sale (APOS) interface system which not only integrates point of sale data, but also provides a wide spectrum of security benefits beyond the scope of a more traditional installation. The APOS system is already in use at several other retail chains including Selfridges, Marks and Spencer and KFC. (Source: *Elsevier Food International*, August 2008)

Hospitality Financial and Technology Professionals® (HFTP) Asian Finance and Technology Conference

The HFTP Asian Finance and Technology Conference is the premier event for hospitality professionals to be on the leading edge of the latest industry information. Held alongside HospitalityTechnology2010, this conference features an education programme presenting current information on essential Asian finance and technology issues for hospitality professionals. Take this opportunity to expand your knowledge, explore new ideas, and make valuable contacts. Registration for the conference starts from early 2010!

For more information about the Asian Finance and Technology Conference, contact the HFTP Meetings & Special Events Department at education@hftp.org or +1 512 249 5333.

Organised by:  **HFTP**
Hospitality Financial and
Technology Professionals

Hospitality Financial and Technology Professionals is a professional association; global resource for hospitality financial and technological information; and producers of world class educational conferences.

The World's Gateway to Businesses in Asia:

Only at HospitalityTechnology2010

Why Exhibit at HospitalityTechnology2010?

- **Dedicated Platform:** HospitalityTechnology is the dedicated platform for exhibitors to engage serious buyers from the foodservice and hospitality industry. With a **comprehensive exhibit profile** from POS hardware to in-room entertainment technology systems, HospitalityTechnology2010 houses the 'cream of the crop' from the hospitality technology industry. More than an exhibition, HospitalityTechnology2010 will feature the HFTP Asian Finance and Technology Conference which further 'pumps up the value' of the event.
- **Up close and Personal with the Business Buyer** We understand the business buyer and the complexities involved in reaching out and engaging him in his multi-step buying process. Over 30 years, we have established an extensive visitor database and put together a most extensive visitor promotion campaign that has proven to effectively bring **top quality trade visitors** to the event. Let us bring you face-to-face with **people who matter to your business**.
- **Tried & Tested and also New Marketing Initiatives** Over the years, we have enjoyed the success of a tried and tested marketing programme. The team is nevertheless always coming up with new initiatives to bring more quality international visitors to the event. We strongly believe in **Refresh, Revitalise and Results**.
- **Get Noticed by the Media** Over the years, HospitalityTechnology continues to attract increasing media attention with each edition. This simply means exhibitors get higher media exposure as well. Ride on the international media interest and get extra mileage from **media coverage opportunities before, during and after the show!**



**Book Your Space Now!
Invest in
HospitalityTechnology2010.**

*Unmatched by any other
marketing tool, make
HospitalityTechnology2010 an
integral part of your marketing
strategy. Leverage on this
competent marketing platform to
reach out to your target audience.
Let us do the work for you.*

Still Not Convinced? Hear what some of our HospitalityTechnology2008 exhibitors have to say!

"We have participated in FHA many times and it certainly lives up to its name as Asia's largest international food and hospitality trade event. We met hotel developers, owners and operators from Asia who are sourcing for technology solutions for their business. SoftBrands will be exhibiting at FHA2010!"

*Phyllis Yeo, Marketing Manager,
SoftBrands, Singapore*

"We have received requests for proposals from not just hotel conglomerates but also independent hoteliers through the event. We are very pleased with the quality of visitors as many have expressed genuine interest in our products."

*Scott Reeve, Director of Sales – Europe,
Meeting Matrix International, USA*

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**20 – 23 April 2010
Singapore Expo**



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