

SPONSORSHIP PROSPECTUS

Council on Hotel, Restaurant, and Institutional
Education

Southeast, Central and South American Federation
(SECSA)

Thank you for your interest in supporting the SECSA-CHRIE 2026
Conference. We invite you to join us in advancing hospitality and
tourism education through partnership, engagement, and innovation.



About SECSA-CHRIE

The Southeast, Central, and South American Federation (SECSA) of the International Council on Hotel, Restaurant, and Institutional Education (ICHRIE) represents hospitality and tourism educators, researchers, students, and industry professionals across nine U.S. states—Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee—plus the Caribbean and Central & South America.

ICHRIE's mission is to advance the quality of global hospitality and tourism education, research, and service. Guided by its values, Spirit of Hospitality, Knowledge, Collaboration, and Inclusiveness, SECSA provides meaningful opportunities for connection, innovation, and professional growth.

About the Conference

The 11th Annual SECSA-CHRIE Conference, hosted by the University of South Florida's Muma College of Business, will convene March 19–21, 2026, in Tampa Bay, Florida. The theme, "Bay to the Future: Navigating for Hospitality's New Era," highlights the city of Tampa's exciting initiatives in hospitality, tourism, and events alongside the innovation, technology, and collaboration across education and industry.

The conference attracts approximately 100–150 attendees, including faculty, graduate and undergraduate students, and industry professionals from hospitality and tourism programs across the Southeast and beyond. Participants represent institutions such as USF, UCF, FIU, the University of South Carolina, Florida State University, and others. Programming includes research and pedagogy sessions, keynote speakers, industry panels, networking events, and an awards reception.

SECSA-CHRIE and Conference Value Proposition

SECSA-CHRIE offers a strong reputation, a highly targeted academic and professional audience, and extensive partnership potential. Sponsors can expect meaningful exposure through on-site visibility, digital promotion, and engagement with the next generation of hospitality leaders.

- Image & Brand Value – Recognized as the largest ICHRIE Federation, SECSA is known for fostering excellence and collaboration across academia and industry.
- Audience – 100–150 attendees, including educators, researchers, and students pursuing careers in hospitality, tourism, and events.
- Marketing Reach – Conference promotions reach 1,000 + educators, students, and industry professionals through newsletters, social media, and partner communications across SECSA and ICHRIE networks.
- Membership & Reach – Draws from ICHRIE's extensive member network and SECSA's regional communications channels.
- Board & Host Institution – The 2026 Conference is hosted by the University of South Florida's Muma College of Business, supported by an active SECSA-CHRIE Board.
- Sister Organizations – Linked to ICHRIE's global network of educators and professionals.
- On-Site Exposure – Opportunities for branding at registration, receptions, sessions, and meals.



Sponsorship Levels

Level	Investment	Recognition & Benefits
 Platinum Sponsor	\$5,000 SOLD	• Host Sponsor recognition on SECSA & ICHRIE websites, social media, and printed materials. • Full-page advertisement in the conference program. • Premier on-site signage and verbal recognition. • Opportunity for brief speaking role during a session or reception. • Complimentary registrations (up to 2).
 Gold Sponsor	\$2,500	• Recognition on SECSA & ICHRIE websites and social media. • Full-page program advertisement. • Logo on digital and on-site signage. • Complimentary registration (1).
 Silver Sponsor	\$1,000	• Recognition online and on-site. • Half-page advertisement in the conference program. • Logo displayed on sponsor signage.
 Bronze Sponsor	\$500	• Recognition on SECSA website and social media. • Quarter-page advertisement in the conference program. • Logo on shared sponsor signage.
 Category / In-Kind Sponsor	Variable	• Sponsor a coffee break, lunch, award, or reception. • Includes signage and naming rights ('Sponsored by...'). • Recognition in the printed conference program and event announcements.

Customized sponsorship packages available upon request.

Sponsorship Benefits

Sponsorship provides valuable exposure and engagement opportunities:

- Tangible Benefits – Brand visibility in print and online, signage, and inclusion in promotional materials.
- Intangible Benefits – Alignment with a respected academic and professional network, supporting education and future workforce development.
- Networking – Access to faculty, students, and industry professionals for recruitment and collaboration.
- On-Site – Recognition during sessions, receptions, and meals; signage and display space; complimentary registration(s) based on level.

Get Involved

Join us in shaping the future of hospitality and tourism education. Sponsorship opportunities are available at multiple levels to fit your organization's goals and resources.

Sponsorship commitments received by February 1, 2026, will ensure full recognition in printed materials and on-site signage.

For sponsorship inquiries, please contact:

- Dr. Kate Price-Howard, Email: LKPrice@troy.edu
President, SECSA-CHRIE
- Dr. Seden Doğan, Email: sedendogan@usf.edu
Director of Industry Services, SECSA-CHRIE

Thank you for considering a partnership with SECSA-CHRIE 2026!