

Come help celebrate HSMAI's award-winning event with over 400 hospitality and meeting industry professionals and their guests.

*So much fun for such a worthy cause!*

**DATE:**

Friday, July 13, 2018

Scottsdale Plaza Resort  
7200 N. Scottsdale Road  
Scottsdale, Arizona 85253

**AGENDA:**

**5:00 p.m.**

Registration, Networking, No-Host Bar,  
Quarter Sales and Silent Auction

**6:30 p.m.**

Dinner and Live Auction  
Pledge Drive for SniffAZ

**COST:**

\$70.00 Per Person / \$675.00 Table of Ten

**AUCTION SPONSORS:**

Brede Exposition Services  
Encore Event Technology  
National Bank of Arizona  
Paper Crazy  
Ray the DJ  
Road to Success Marketing  
Scottsdale Plaza Resort

*The Hotel is offering a special overnight rate of \$65.00 per room. Call 1-800-832-2025 to make your reservations.*

**ABOUT HSMAI**

HSMAI is an individual membership organization with more than 7,000 members worldwide. The Arizona Chapter, currently celebrating its 50<sup>th</sup> anniversary, was honored as the 2015-2016 Chapter of the Year and is the recipient of the most chapter awards in the history of HSMAI. Membership is 240+ members strong, and is comprised of General Managers, Directors of Sales, Sales Managers, Revenue Managers, and Student Members.

HSMAI provides hotel professionals and their partners with the tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue. The chapter offers members education programs, community volunteer opportunities, leadership and professional development opportunities and networking and special events. Connect with the chapter at <http://hsm-az.org/>.

**ABOUT OUR CHARITY**

SniffAZ - a 501(c)3 organization - is an all-volunteer, non-profit organization known in the community as an efficient channel for moving charity dollars into spay/neuter service providers to provide free surgeries. Their efforts drive a reduction in unintended litters, thus reducing space-related euthanasia rates.

Since 2012, SniffAZ supporters have donated \$375,000 which has funded 5,769 free spay/neuter surgeries thus saving the lives of 2,885 shelter animals in Maricopa County. The results, combined with the effort of other like-minded organizations, speak for themselves: 84% reduction in euthanasia since 2005 and a 79% reduction since 2012. Find out more about this organization at [sniffaz.com](http://sniffaz.com).

**THE CONCEPT**

The Chinese Auction was conceived in 1982 by the Arizona Chapter of the Hospitality Sales & Marketing Association International. This event has gained national recognition and has been adopted by numerous HSMAI and MPI chapters through the U.S. as their major fundraiser.

The auction was originally given the Chinese theme due to the location of the event - the former China Doll Restaurant in Phoenix. Over the years, the auction has grown in size and has moved its location to larger venues. The Chinese theme has remained.

The idea of the auction is to provide each guest with a list of prizes (ranging from dinners and trips to golf outings) and a numbered stick. Each table is supplied with a bucket that is placed in the middle. Starting with the number one item, the auctioneer describes that item and asks the guests who are interested in bidding on this item to toss a quarter or quarters in the bucket. The guest then holds their stick in the air. The auctioneer calls out the numbers that are held up. A gonger (who cannot see or hear what is going on) is responsible for hitting the gong after a few seconds. The last number called out when the gong rings has won that prize and goes to the stage to claim it. This sequence of events goes on throughout the evening until all prizes are gone. Over the years, a silent and live auction have also been added to the event.

This event has won numerous awards including "Stars of the Industry" Awards from the Arizona Lodging & Tourism Association, "Awards of Excellence in Association Management" from the Arizona Society of Association Executives and several HSMAI International Awards.