

CHINESE AUCTION RESERVATION

Name: _____

Company: _____

Phone: _____

E-Mail: _____

Guest(s): _____

(use additional sheet if necessary)

- \$70/person before 8/15/21 (\$80/person after 8/15/21)
- \$675/Corporate Table of Ten before 8/15/21 (\$775 per table after 8/15/21)
- Check Enclosed for \$ _____
- Payment by Credit Card:
- American Express Visa/Mastercard

OR register on-line at <http://hsmal-az.org/>

Card #: _____

Exp. Date: _____ 3-Digit Code: _____

Signature: _____

Request _____ Vegetarian Plates

ALL RESERVATIONS MUST BE PRE-PAID (no exceptions).

Please mail form to:

HSMAL, P.O. Box 40096, Phoenix, AZ 85067-0096

Phone (602) 647-3039 / jojowin@aol.com

DEADLINE FOR RESERVATIONS IS FRIDAY, 9/3/21

NO REFUNDS FOR ANY CANCELLATIONS RECEIVED AFTER 5:00 P.M. ON FRIDAY, 9/3/21.

HSMAL/Arizona Chapter
P.O. Box 40096
Phoenix AZ 85067

HSMAL AZ Chapter CHINESE AUCTION



sponsored by

The Arizona Chapter of the
Hospitality Sales & Marketing
Association International

Friday, September 17, 2021

DoubleTree Resort by Hilton
Paradise Valley-Scottsdale
Scottsdale, Arizona

Proceeds to benefit the
The Heartstrings Foundation and
The Arizona Chapter of HSMAL

Come celebrate the return of meetings and events with HSMAI's award-winning Arizona chapter, at our signature annual event.

Proceeds directly benefiting the hospitality community through HSMAI Arizona Chapter operations!

DATE:

Friday, September 17, 2021

Doubletree Resort by Hilton
Paradise Valley-Scottsdale
5401 N. Scottsdale Road
Scottsdale, Arizona

AGENDA:

5:00 p.m.

The Grand Ballroom and Foyer
Registration, Networking, No-Host Bar,
and Silent Auction

6:30 p.m.

The Forum
Dinner and Live Auction

COST:

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

AUCTION SPONSORS:

(as of April 2021)

The next great event, LLC
Doubletree Resort by Hilton
Paradise Valley-Scottsdale
Event Team Inc.
National Bank of Arizona
Road to Success Marketing

The resort is offering a special overnight rate of \$59.00 per night. Call 480-947-5400 to make reservations.

ABOUT HSMAI

HSMAI is an individual membership organization with more than 7,000 members worldwide. The Arizona Chapter recently celebrated its 53rd anniversary, was honored as the 2019 Chapter of the Year and is the recipient of the most chapter awards in the history of HSMAI. Membership is 100+ 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, networking and special events. Connect with the chapter at <http://hsm-ai.org/>.

WHAT'S NEW FOR 2021

This year's Chinese Auction is HSMAI Arizona's first large live event since the COVID-19 pandemic. We are thankful to our members, guests and supporters for bearing with us through this challenging time. As you may remember from previous years, we typically partner with a "charity of the year". As you can imagine, a year without live events has taken its toll on our chapter's financial position. For that reason, the proceeds of this year's Chinese Auction will go directly toward supporting chapter operations, so we can continue to offer the education, networking and other benefits our members deserve. We have committed to supporting the Heartstrings Foundation in other ways throughout this year and look forward to formally announcing a Charity of the Year partner in future years. Thank you for joining us as we finally #meetagain!

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 (such as dinners, golf outings, gift baskets, services, and hotel/resort stays) 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 gong (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.