

ANNUAL AUCTION RESERVATION

Name: _____

Company: _____

Phone: _____

E-Mail: _____

Guest(s): _____

(use additional sheet if necessary)

Early Bird Deadlines are Firm

- \$95/person before 6/17/26 (\$105/person after 6/17/26)
- \$925/Corporate Table of Ten before 6/17/26 (\$1000 per table after 6/17/26)
- 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, 118 W. Pierson St., Phoenix, AZ 85013

Phone (602) 647-3039 / admin@hsmal-az.org

DEADLINE FOR RESERVATIONS IS FRIDAY 7/10/26.

NO REFUNDS FOR ANY CANCELLATIONS RECEIVED AFTER 5:00 P.M. ON FRIDAY 7/10/26..

HSMAL/Arizona Chapter
118 W Pierson Street
Phoenix, AZ 84013



“Hats, Horses & Hospitality Auction”

sponsored by

The Arizona Chapter of the
Hospitality Sales & Marketing
Association International

Friday, July 17, 2026

Hilton Phoenix Tapatio Cliffs Resort
Phoenix, Arizona

*Proceeds to benefit the Members of
The Arizona Chapter of HSMAL and
our 2026 Charity of the Year “Harvest
Compassion Centers”*

ABOUT HSMAI

Come join us as we celebrate the **42rd ANNUAL** HSMAI's *award-winning* signature annual event.

Proceeds directly benefiting the hospitality community through HSMAI Arizona Chapter operations and our 2026 Charity of the Year, Harvest Compassion Center.

DATE:

Friday, July 17, 2026

Hilton Phoenix Tapatio Cliffs Resort, Phoenix

AGENDA:

5:00 p.m.

Grand Ballroom Foyer:

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

6:30 p.m.

Grand Ballroom

Dinner, Live Auction, Charity Pledge Drive

COST:

\$95.00 Per Person / \$925.00 Table of Ten

SPONSORS:

Event Team Inc.

Hilton Phoenix Tapatio Cliffs Resort
National Bank of Arizona
Road to Success Marketing

The resort is offering a special overnight rate of \$99.00 per night.

Founded in 1927, HSMAI is an individual membership organization with more than 5,000 members worldwide. The Arizona Chapter is celebrating its 58th anniversary, and has been honored with several HSMAI chapter awards, most recently two awards for 2025. Membership is 140+ 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://hsmi-az.org/>.

OUR CHARITY

Harvest Compassion Center was launched in 2011 to immediately serve the needs of children and their families through our 'Food Banking Reimagined' model. Our goals are simple: reduce food insecurity for children and families living in poverty, improve their overall quality of life in the home, and improve their school readiness and academic achievements

HCC embodies a commitment to providing clients with an exceptional shopping experience, emphasizing authentic connections, and cultivating genuine client relationships, while also being dedicated to sharing referral services, creating lasting, impactful change! For more information: <https://harvestcompassioncenter.org/>

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 associations throughout 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 idea of the auction is to provide each guest with a list of prizes 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.

In 2022, the name of our event was changed to be more diverse and inclusive, but the year of the Chinese Zodiac and the Asian theme remain.