

# SASOIC<sup>2010</sup>

SOUTH AMERICAN SHARED OWNERSHIP  
INVESTMENT CONFERENCE

May 31 – June 1 • JW Marriott, Rio de Janeiro

SHARING ALWAYS HAS A REWARD

## General Information



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Founder Patron

**RCI**<sup>®</sup>

Organized by

**HVS**

GARCIA ROSA & ASOCIADOS  
Hotel & Tourism Consulting

# PLANNING COMMITTEE

# SASOIC 2010

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**Luis Mirabelli**  
Vice President  
Business Development - South America  
RCI



**Arturo García Rosa**  
President HVS Argentina - HVS Peru  
President SAHIC - South America Hotel &  
Tourism Investment Conference



**Alejandro Moreno**  
Director  
New Business Brazil  
RCI



**Graciana García Iribarne**  
Managing Director  
HVS Buenos Aires



**Carolina Pinheiro**  
Manager  
New Business Brazil  
RCI



**Luca Franco**  
President  
Luxury Leisure Properties  
International LLC



**Sarah Rezak**  
Luxury Leisure Properties  
International, LLC



**Cecilia Corti**  
Conference Coordinator  
SASOIC – South American Shared  
Ownership Investment Conference

Special Guest:



**Piers Brown**  
Founder  
Fractional Life

## BACKGROUND

Founded in 1974, **RCI** is part of the **Wyndham Worldwide** family of companies, (NYSE: WYN), being a global leader in non-hotel leisure accommodations with exclusive access for specified periods to more than 67,000 vacation properties in more than 100 countries worldwide.

The company comprises vacation exchange, including **RCI**, a worldwide leader in time-share ownerships and vacation exchange and provider of services to businesses and consumers; The Registry Collection®, the world's largest luxury exchange program. The segment of vacation rentals includes Endless Vacation RentalsSM, Landal Greenparks®, Novasol®, and 30 other vacation rental brands, through which vacationers can rent a wide variety of property types, from city apartments to country cottages to unique villas.

**Wyndham Worldwide Corporation** is one of the world's largest hospitality companies with world-renowned brands in hotel franchising, vacation rental and exchange and vacation ownership.



## THE AUDIENCE

- Hotel Chains
- Building Companies
- Real Estate Companies
- Law Firms
- Investors
- Investment Funds
- Hotel Owners (Resorts)
- Timeshare and Fractional Ownership Sale Consultants
- Hotel Consultants

## WHY PARTICIPATE

- Exchange of experiences between local & international developers both of Fractional Properties and Vacations Clubs
- To acknowledge the perception, desires and characteristics of the client and the type of product most suitable to develop for the Brazilian market
- Attend interactive sessions with many opportunities to participate
- Generate large Networking opportunities



# AGENDA

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## MAY, MONDAY 31st

7:00 - 19:00	Registration Open
13:30 - 14:30	Welcome Coffee and Pastries – Sponsors Exhibition
14:30 - 14:45	<b>Conference Opens &amp; Welcoming Remarks</b>
14:45 - 15:30	<b>Keynote Address:</b> The Industry in the Region / Evolution / Opportunities
15:30 - 16:30	<b>The Industry 101:</b> What do we Understand as Shared Ownership / Type of Products in the Region / Marketing & Sales Overview
16:30 - 17:00	Coffee Break – Sponsors Exhibition
17:00 - 18:00	<b>Consumer Perception in Shared Ownership and Market Depth - Brazilian Market Study conducted by LLPI</b>
18:00 - 19:00	<b>Lessons Learned by Shared Ownership Developers in Other Markets</b>
19:30 - 21:30	Opening Night Reception

## JUNE, TUESDAY 1st

7:30 - 8:30	Networking Breakfast – Sponsors Exhibition
8:30 - 8:40	Welcome Back – Opening Agenda
8:40 - 9:40	<b>The Industry in Brazil - Lessons Learned by Local Developers</b>
9:40 - 10:40	<b>Delivery the Product:</b> Physical Product / Legal Structure / Member Services: Reservations, Collections, Inventory Management / Rental and Exchanges
10:40 - 11:40	<b>The Importance of a Regulation / Legislation - Consumer Protection:</b> Legislation / Industry Auto-Regulation / The Role of the Trade-Association
11:40 - 12:10	Coffee Break – Sponsors Exhibition
12:10 - 13:10	<b>The New Marketing and the Shared Ownership Industry:</b> RCI TV / On-line Media
13:15 - 15:15	Lunch Reception
15:15 - 16:30	<b>Creating Interest and Closing Sales:</b> Marketing and Sales for VO / Marketing and Sales for Fractionals and Luxury Properties
16:30 - 17:00	Coffee Break – Sponsors Exhibition
17:00 - 18:15	<b>Key Journey Learnings - a brief of the most important subjects of the conference - Panel + Q&amp;A</b>
18:15 - 18:30	Closing Remarks

# PRESS, PROMOTION & ADVERTISING

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Broad coverage of the Conference by Latin American and worldwide media regarding a variety of topics – general interest news, tourism, economy and business, and real estate.

Summoning the major players related to business, hotel management, real estate, and opinion leaders for the Press Release and Conference coverage.

Advertising guidelines in the region's major media outlets.

Dissemination support through media sponsors.

Promoting the Conference through the industry's major newsletters, such as Benchmark HVS Conferences, and forwarding flyers to **RCI** and HVS databases.



# WHY BECOME A SPONSOR

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- To expose your Company to the major references and leaders in the global industry.
- To boost your brand profile and be acknowledged in new marketplaces through our communication and marketing networks. Your message will reach the industry's major key players and will be included in all the promotional material that will be disseminated prior to and following the event.
- To stand out in a competitive market, where your company becomes readily visible for hotel owners, investors, and agents.
- To strengthen existing ties and build new ones by using the exclusive passes for sponsors and the benefits of enjoying quality time with new and existing contacts.



# SPONSORSHIP LEVELS

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## Patron Sponsor

**US\$ 20,000.00**

- Your logo displayed on the Conference official catalog with acknowledgment of your sponsorship category
- Your logo displayed on the Conference website with a link to your company or institution website
- One (1) advertisement page on the Conference official Catalog in the Patrons section
- Roster of Conference participants, with a first preliminary list at the end of April and the final list in mid-May
- Your logo displayed on the Conference advertisements with acknowledgement of your sponsorship category
- One (1) exhibit table in a preferential location in the exhibition hall to promote your company or institution
- Badges for all sponsors acknowledging your Patron category
- Prominent display of your logo during the General Sessions
- Opportunity to attend press conferences and other PR actions promoting the conference
- Opportunity to book a table during lunch
- Opportunity to use the meeting room during the Conference (subject to availability)
- Five (5) complimentary registrations

## Platinum Sponsor

**US\$ 10,000.00**

- Your logo displayed on the Conference official catalog with acknowledgment of your sponsorship category
- Your logo displayed on the Conference website with a link to your company or institution website
- One (1) advertisement page on the Conference official Catalog in the Sponsors section
- Roster of Conference participants, with a first preliminary list at the end of April and the final list in mid-May



## SPONSORSHIP LEVELS

- Your logo displayed on the Conference advertisements with acknowledgment of your sponsorship category
- One (1) exhibit table in a preferential location in the exhibition hall to promote your company or institution
- Badges for all sponsors acknowledging your Platinum category
- Display of your logo during the General Sessions
- Opportunity to book a table during lunch
- Three (3) complimentary registrations

### Gold Sponsor

US\$ 5,000.00

- Your logo displayed on the Conference official catalog with acknowledgment of your sponsorship category
- Your logo displayed on the Conference website with a link to your company or institution website
- Half (1/2) advertisement page on the Conference official Catalog in the Sponsors section
- Roster of Conference participants, with a first preliminary list at the end of April and the final list in mid-May
- Your logo displayed on the Conference advertisements with acknowledgment of your sponsorship category
- One (1) exhibit table in the exhibition hall to promote your company or institution
- Badges for all sponsors displaying your Gold category
- Display of your logo during the General Sessions
- One (1) complimentary registration



# SPONSORSHIP LEVELS

If you wish to have exclusive contact with Conference attendees, you may also opt to sponsor the following services. Networking will be the main goal, and decision makers and key executives involved in the development of regional projects will be all gathered at one single place.

**Welcome Breakfast:** **US\$ 3,000.00**

- Logo displayed on the program and official catalog
- Opportunity to make a presentation during breakfast
- Distribution of your company's or institution's promotional material during breakfast
- One (1) complimentary registration

**Coffee Break:** **US\$ 2,000.00**

- Display of your company or institution name on the program and official catalog
- Distribution of your company's or institution's promotional material during coffee break
- Opportunity to exhibit company or institution banners at the sponsors hall entrance where the coffee break is held

**Identification Badges:** **US\$ 2,000.00**

- Logo of your company or institution displayed on the identification badges for Conference attendees, speakers, and sponsors

**Advertising on the Official Catalog:**

- Full Page: **US\$ 2,400.00**
- Half Page: **US\$ 1,200.00**
- Inside Front Cover: **US\$ 4,000.00**
- Inside Back Cover: **US\$ 3,000.00**
- Footer: **US\$ 750.00**
- Back Cover: **US\$ 5,000.00**

# SPONSORS

# SASOIC 2010

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## Founder Patron



## Patrons



## Platinum



## Gold



## Supporters



Sales Vidal, Melchert Grell Advogados Associados

## Media Sponsors



## Organizer



GARCIA ROSA & ASOCIADOS  
Hotel & Tourism Consulting

## Official Transportation

TRANSPORTADORA AÉREA OFICIAL



# REGISTRATION

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I N V E S T M E N T C O N F E R E N C E

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From April 24th until May 24th	US\$ 900.00 (*)
On Site	US\$ 1,100.00 (*)

*Pre-registration period will conclude on May 24th at midnight (eastern time)*

*\* Plus tax if applicable*

## Registration Fee includes:

- Access to all General Sessions, Workshops, Specialized Panel Debates and to the Sponsors' Exhibition
- One Reception Cocktail
- One Lunch
- One Breakfast and four coffee breaks
- The participant roster



# ACCOMMODATION

## JW Marriott Hotel

**Rio de Janeiro** is a state of mind - an endless celebration of life, exquisitely captured by the **JW Marriott Hotel Rio de Janeiro**, one of the premier hotels in Rio de Janeiro Brazil. Rio's magic can be enjoyed from the rooftop pool, with sweeping views of Sugar Loaf and Corcovado, the most famous Rio de Janeiro attractions. Copacabana's newest 5-star Rio de Janeiro Brazil hotel, the JW Marriott Hotel Rio de Janeiro offers luxury accommodations wired for high-speed Internet access and designed for supreme comfort.

### Directions and Transportation

Rio De Janeiro- Antonio Carlos Jobim International Airport - GIG

Hotel direction: 9.3 miles N

Estimated taxi fare: 55.00 USD (one way)

Santos Dumont Airport - SDU

Hotel direction: 5 miles SW

Estimated taxi fare: 35.00 USD (one way)

### Special lodging rates have been arranged for SASOIC attendees:

- **Deluxe Atrium: R\$ 615,00 (sgl/dbl)**
- **Deluxe Ocean: R\$ 685,00 (sgl/dbl)**

*These rates will be available from may 30th to june 2nd, 2010 (based on availability).*

*The room rates are quoted without TAX, which is currently 5% for ISS, R\$ 7,00 of Room Tax and 10% of Service Tax per day, per room.*

### Check-In 3pm and Check-Out 12pm

The check-in time is 15:00, the departure time is 12:00. Applications for "early check-in and late check-out are subject to availability and approval by the reception. The guests will be charged 50% of the corresponding room rate for late check-out until 6:00 pm. Any check out which takes place after 6 p.m. will be charged 100% of room rate for one extra night.

*Room rate includes breakfast at Terraneo Restaurant.*

*Note that once the room block is exhausted, JW Marriott Rio de Janeiro, will accept reservations on a rate – and space – availability basis only, so please don't delay securing your hotel reservation. Attendees and speakers are responsible for their own lodging and travel arrangements and expenses.*

### For more information and reservation you may contact JW Marriott Rio de Janeiro:

#### Georgia Cardim

Groups & Events Coordinator

JW Marriott Rio de Janeiro

T: +55 21 2545-6545

e-mail: [georgia.cardim@marriott-hotels.com](mailto:georgia.cardim@marriott-hotels.com)

# ACCOMMODATION (alt.)

## InterContinental Hotel

**InterContinental Rio** is located in front of São Conrado beach, surrounded by the beauty of the Pedra da Gávea, the green courts of the Gávea Golf Club and the excitement of the Fashion Mall shopping centre.

### Direction and Transportation:

Tom Jobim International Airpor (GIG)

Distance 30 KM / 18.64 MI NORTH to Hotel

Taxi Charge (one way): \$97.00 (USD)

Time by taxi: 40 min

Santos Dumont (SDU)

Distance 20 KM / 12.43 MI SOUTH to Hotel

Taxi Charge (one way): \$76.00 (USD)

Time by taxi: 30 min

### Special lodging rates have been arranged for SASOIC attendees:

- **Standard Single Room: R\$324,00 + taxes**
- **Standard Double Room: R\$335,00 + taxes**

*Taxes: 10% service + 5% ISS + R\$7,00 Room tax*

*Breakfast is included at the Restaurant*

*Check in 16.00 hs – Check out 12:00 hs*

*These rates will be available from may 30th to june 2nd, 2010 (based on availability).*

**For more information and reservation you may contact InterContinetal Rio de Janeiro:**

### Dian Medina

Events Coordinator

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# ORGANIZERS

**HVS Global Hospitality Services** is the leading global consulting firm in the hotel, tourism, and leisure industry. Founded in 1980 by Steve Rushmore, HVS has 30 offices strategically located around the world and a staff of more than 300 highly trained consultants.

**HVS Argentina**, which this year celebrates its 10th anniversary of operations in the region, actively works in the Latin American market offering a wide range of services both for the hotel industry and for tourist destinations and projects. This consulting firm founded by Arturo García Rosa in 1995 was established as HVS Argentina in 2000. It is focused on providing services to the hotel and tourism industry in the region, including, in addition to Argentina, other countries such as Chile, Peru, Ecuador, Colombia, Venezuela, Panama, Costa Rica, Bolivia, and Paraguay, among others.

Since 2008, it has been organizing the **South American Hotel & Tourism Investment Conference (SAHIC)**, which has become a classical event of the investment world in the region. This year's edition is scheduled to take place in Cartagena, Colombia, on September 27-28, 2010.



# CONTACT INFORMATION

**SASOIC** 2010

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## **Cecilia Corti**

*Conference Coordinator*

HVS Argentina

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E-mail: [ccorti@hvsinternational.com.ar](mailto:ccorti@hvsinternational.com.ar)

## **Telephone & Fax**

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F: +54 11 4515.1462

From Brazil: (11) 3957.1496

From Peru: (1) 705.8417

## **E-mail**

Sponsors: [sponsors@sasoic.com](mailto:sponsors@sasoic.com)

Press: [press@sasoic.com](mailto:press@sasoic.com)

Registration: [registration@sasoic.com](mailto:registration@sasoic.com)

General Information: [info@sasoic.com](mailto:info@sasoic.com)

