

SASOIC 2012

SOUTH AMERICAN SHARED OWNERSHIP
INVESTMENT CONFERENCE

May 21 - 22 · Palacio Duhau - Park Hyatt Buenos Aires · Argentina

DRIVE SUCCESS TO YOUR DEVELOPMENTS



General Information

Founder Patron

RCI[®]

Organized by

HVS

GARCIA ROSA & ASOCIADOS
Hotel & Tourism Consulting

sasoic.com

Planning Committee



Luis Mirabelli
Vice President
Business Development
South America
RCI



Arturo García Rosa
Chairman - HVS
South America
President - SAHIC



Alejandro Moreno
Director
New Business
Brazil
RCI



Graciana Garcia Iribarne
Managing Director -
HVS Buenos Aires
Vice President - SAHIC



**Carolina Piñango
Martinez**
Director
Membership & Development
Services
RCI



Patricio Rossi
Director
Services Development
South America
RCI Argentina



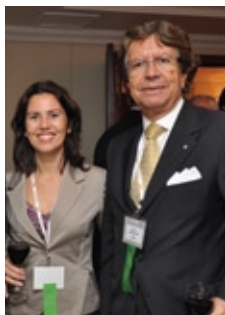
Cecilia Corti
Conference & Special
Events Manager
SASOIC

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 timeshare 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.



Programme *(at a Glance)*

DAY 1

Monday May 21st

07:00 - 19:00	Registration Open
	Master Class Workshop
10:00 - 11:00	Time Share 101 - Presentation • Industry Bases and Fundamentals • Product • Marketing and Sales • The exchange component
11:00 - 12:00	Legal & Accounting in Argentina This is an opportunity for local professionals that face the day a day operations of time-share companies in Argentina, to get together, share and discuss on the different approaches to: Legal structures, accounting procedures, controls, fiscal frameworks, etc.
13:30 - 14:30	Welcome Coffee & Pastries - Sponsors' Exhibition
14:30 - 14:45	Conference Opening & Welcoming Remarks
	General Session
14:45 - 16:00	What are leaders thinking? The Latest Industry trends. Presenting Leader's points of view • Update • Evolution and Opportunities
	General Session
16:00 - 17:00	Mixed Use Development - Success Stories <i>The Hotel role in a mixed use development - Undertaking a brand integration</i>
17:00 - 17:30	Networking Coffee Break - Sponsors' Exhibition
	General Session
17:30 - 18:30	Hotel Business & Time Share Integration
18:30 - 21:00	Cocktail Reception

Please note that this schedule is subject to change

Programme *(at a Glance)*

DAY 2

Tuesday May 22nd

07:30 - 08:30	Networking Breakfast - Sponsors' Exhibition
08:30 - 08:40	Welcome Back - Opening Agenda
	Key Note Address
08:40 - 09:40	Don Harrill "The Orange Lake - Holiday Inn Vacation Club Experience" a Success Story
	General Session
09:40 - 10:40	Product Evolution: "Fractionals, Clubs, Exchange System"
10:40 - 11:10	Networking Coffee Break - Sponsors' Exhibition <i>(Sponsored by Biblos Travel)</i>
	General Session
11:10 - 12:10	Marketing & Sales Trends
	Keynote Address
12:10 - 13:10	Eduardo Kastika - Innovation & Creativity
13:15 - 14:45	Lunch Reception
	General Session
15:00 - 16:15	Servicing the Members: reservations and collections key drivers
	General Session
16:15 - 17:30	Panel Key Journey Learnings & Closing Remarks
17:30 - 18:30	Closing Drinks

Please note that this schedule is subject to change

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 Attend

- 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
- Attend interactive sessions with many opportunities to participate
- Generate large Networking opportunities

Master Class Workshops

The **Master Class** format offers a fantastic opportunity to meet and talk to an impressive and knowledgeable line-up of experienced leaders from branded vacation-ownership companies.

Workshop Fee:

US\$ 180.-*

**Plus tax if applicable*

Attendants paying Regular Fee can also attend Master Class Workshops

Master Class Workshops include:

- Access to the 2 Master Class Workshops
- 1 Welcome Breakfast
- Access to Online Speakers Presentations



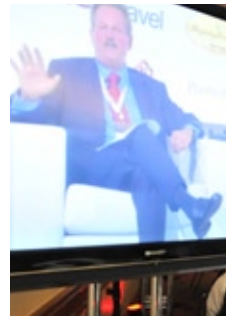
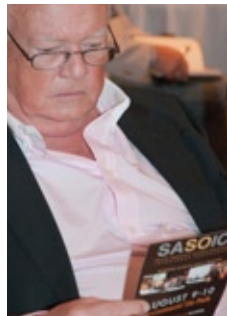
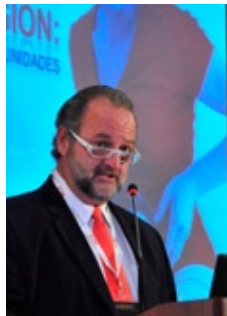
Press, Promotion & Advertising

- 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

- 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

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 in late April and the final list in late 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 in late April and the final list in late 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 in late April and the final list in late 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

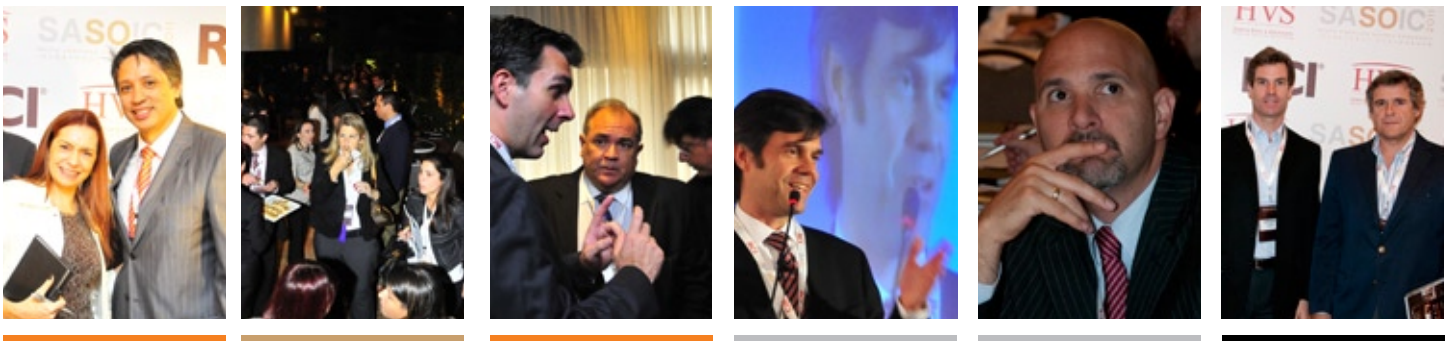
- Logo displayed on the program and official catalog
- Opportunity to make a presentation during breakfast
- Distribution of your company's or institution's promotional material during breakfast
- One (1) complimentary registration

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

Sponsored by **BIBLOS TRAVEL**



Sponsors *(confirmed upto date)*

SASOIC
SOUTH AMERICAN SHARED OWNERSHIP
INVESTMENT CONFERENCE

Founder Patron

RCI[®]

Platinum

RCI[®] Travel

Coffee Break

Biblotravel

Supporters



CAT Cámara Argentina
de Turismo

AmChamArgentina
LA CÁMARA DE COMERCIO DE ESTADOS UNIDOS EN ARGENTINA



Media Sponsors

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BANK
MAGAZINE

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FractionalTrade.com[™]
THE HOME OF FRACTIONAL BUSINESS

América
economia

Organizer

HVS
GARCIA ROSA & ASOCIADOS
Hotel & Tourism Consulting

REGISTRATION FOR SASOIC 2012 IS NOW OPEN!

Please go to www.sasoic.com & Register Online

Registration Fees:

Regular Rate (4/1/2012 up to 5/18/2012)

US\$ 1040.-*

Onsite

US\$ 1270.-*

**Plus tax if applicable*

Registration Fee includes:

- Access to all General Sessions, Workshops, Specialized Panel Debates and to the Sponsors Exhibition
- Exclusive Access to Master Class Workshops
- One Reception Cocktail
- One Lunch
- One Breakfast and four Coffee Breaks
- The participant roster
- Simultaneous translation in all General and Break Out Sessions (English-Spanish-Portuguese)
- Exclusive Password to access online to additional content of the conference (Speakers Presentations, Videos, Interviews and more)

MASTER CLASS WORKSHOPS

Workshop Fee:

US\$ 180.-*

**Plus tax if applicable*

Attendants paying Regular Fee can also attend Master Class Workshops

Master Class Workshops include:

- Access to the 2 Master Class Workshops
- 1 Welcome Breakfast
- Access to Online Speakers Presentations

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 400 highly trained consultants.

HVS Argentina, with 10 years operating 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 Lima, Peru, on September 10 - 11, 2012.



Contact Us

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