

# Guam Hotel & Restaurant Association's Pacific Hotel & Restaurant Expo (PHARE) 2024



July 10 & 11, 2024

Hyatt Regency Guam

GHRA'S

# PHARE 2024 EXPO



*2,000 attendees*

- Hotel & Restaurant Owners & Executives
- Hotel & Restaurant Managers & Teams
- Purchasing Managers & Buyers
- Retail, Wholesale, Distributors, Transport
- Media, Familiarization Tours, Press Events
- Commercial, Military & Government Sales

JULY 10 & 11

# PHARE 2024

Join us for the return of the highly anticipated hotel and restaurant expo featuring the latest in products and services on Guam and throughout the Micronesia region. With more than 2,000 attendees, GHRA's Pacific Hotel & Restaurant Expo (PHARE) 2024 will showcase the latest in technology, concepts and offerings that will help improve the standards of service and quality in the industry.

New for 2024, GHRA has partnered with the Guam Economic Development Authority (GEDA) and WUSATA to connect Guam made products with foreign buyers for international trade opportunities within the Asia Pacific region. GHRA will also relaunch the Guam Brand training program and focus on brand loyalty, sales & marketing and management trainings and workshops with the Guam Visitor's Bureau and key training professionals and subject matter experts.

Revitalize your brand while introducing new products and innovative services to help expand and rebuild Guam's largest industry! Be a part of the movement and stay ahead of the competition, launch new products, increase brand awareness and market presence, network, increase sales value, and promote special offers during PHARE 2024!







### CULINARY MANAGEMENT PRO COMPETITION - SPONSORSHIP \$2,500

Sponsor the professional culinary competition and inspire food & beverage teams to get creative and elevate their daily specials with a touch of local flavor and flair by collaborating with hotels and restaurant using a special local ingredient paired exclusively with your product!

JULY

11

11:30 AM to  
1:30 PM



### GUAM BRAND "HAFA ADAI SPIRIT" & SERVICE TRAINING - \$2,500

Support local and tie in your brand with the Guam Brand training program offered by GHRA and GVB. Incorporate your company name, products and services by sponsoring the hospitality training program that will serve as one of the most essential training courses for tourism industry employees.

JULY

10-11

9:00 AM to  
12:00 PM

2:00 PM to  
5:00 PM



### CULINARY MANAGEMENT APPRENTICE COMPETITION - SPONSORSHIP \$2,500

Sponsor the culinary competition for apprentices and aspiring chefs by collaborating with executive chefs and the food & beverage team in hotels and restaurant with a special local ingredient paired exclusively with your product!

JULY

11

11:30 AM  
to 1:30 PM



### GUEST SERVICE GOLD® STANDARD TRAINING - SPONSORSHIP \$2,500

Develop leaders with this Guest Service Gold® certification training program demonstrates how to provide a level of guest service that leaves a lasting impression on guests, inspires coworkers, and enhances job satisfaction. This course prepares employees for the Certified Guest Service Professional (CGSP®) exam.

JULY

10-11

8:00 AM to  
12:00 PM

2:00 PM to  
6:00 PM





**GOLD**  
**\$20,000**

**GOLD - SPONSORSHIP \$20,000 (VALUE \$30,500)**

- Gold position in promotional materials
- Twelve (12) exhibitor booths 8' x 8' with premium location in the main ballroom with IBM tables and chairs
- Exclusive B2B meeting room with buyers
- Gold banner, media placement and signage
- Sixty (60) PHARE invites to the expo, cocktail reception and competitions with VIP access, badges, etc.
- Multiple electrical options for 110V & 220V

**SILVER**  
**\$15,000**

**SILVER - SPONSORSHIP \$15,000 (VALUE \$21,500)**

- Silver position in promotional materials
- Six (6) exhibitor booths 8' x 8' within the same location in the main ballroom with IBM tables and chairs
- Access to B2B meeting room with buyers
- Silver banner, media placement and signage
- Forty (40) PHARE invites to the expo, cocktail reception and competitions with badges
- Multiple electrical options for 110V & 220V

**BRONZE**  
**\$10,000**

**BRONZE - SPONSORSHIP \$10,000 (VALUE \$18,250)**

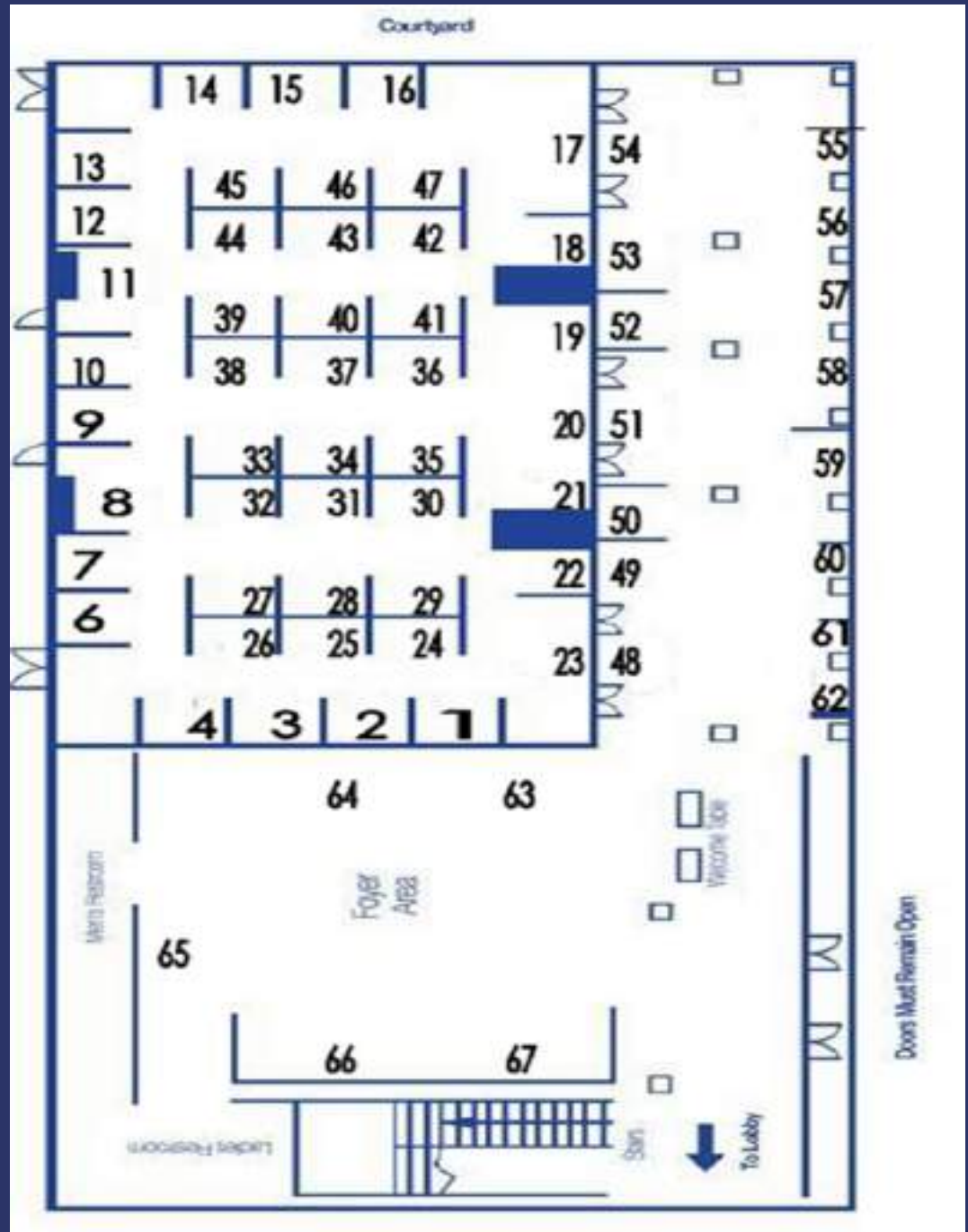
- Bronze position in promotional materials
- Four (4) exhibitor booths 8' x 8' with premium location in main ballroom or foyer with IBM tables and chairs
- Access to B2B meeting room with buyers
- Bronze banner, media placement & signage
- Twenty (20) PHARE invites to the expo, cocktail reception and competitions with badges
- Several 13 AMP/single phase / 110V power points

**EXHIBITOR**  
**\$2,000 +**

**EXHIBITOR - \$2,000 MEMBER / \$2,500 NON-MEMBER**

- One (1) exhibitor booth 8' x 8' in the main ballroom or foyer with IBM table and two chairs
- Company highlighted in exhibitor list and floor plan
- Ten (10) PHARE invites to the expo, cocktail reception and competitions
- Two 13 AMP/single phase / 110V power point
- Exhibitor signage

# GHRA'S PHARE 2024 FLOOR PLAN



Find more information:

- ✉ info@ghra.org
- ☎ 671-649-1447
- 🌐 www.ghra.org

# PHARE CONTRACT, TERMS & CONDITIONS FOR SPONSORS AND EXHIBITORS

## Exhibit Spaces

All space will be provided in accordance with the specifications outlined in details on the enclosed PHARE Contract and Agreement. The exhibit spaces are located at the Hyatt Regency Guam.

## Move-in, Show Hours and Move-out:

The exhibit area will be available for Move-in and set-up of exhibits on Tuesday, July 9, 2024 from 9:00am to 9:00pm, by which time all exhibits must be completed.

Show Hours are 9:00am – 5:00pm on Wednesday, July 10 and Thursday, July 11, 2024. Move-out requires the Exhibitor to agree to no dismantle, pack or remove any part of the exhibit until closing of show.

Move-out must be completed between the hours of 5pm and 10 pm on Thursday, July 11, 2024.

## Electrical, Special booth requirements

Exhibitors requiring additional services, such as special electrical demands, modifications to the standardized booth, etc. must request for these services in writing with the attached FORMS A & B and returned to GHRA no later than June 19, 2024. A written response to such requests will be provided to exhibitor within two weeks indicating availability and cost. Please contact us at (671) 649-1447 or email [info@ghra.org](mailto:info@ghra.org).

## Liability and Security

A. Each Exhibitor must provide evidence of general liability (event) insurance to cover any and all activities related to their participation and exhibition at PHARE. Liability coverage must provide for at least \$100,000 per occurrence and must name GHRA and its representatives and PHARE management as an additional insured.

B. Each Exhibitor must make provisions for the safeguarding of his goods, material, equipment and display at all times.

C. General overall security will be provided on a 24-hour basis for the show period, but GHRA, its representatives and the management of PHARE will not be responsible for damage or loss of any exhibiting materials by or for any cause.

D. Exhibitors desiring to insure exhibit display materials and merchandise, etc. against loss damage must do so at their own expense.

E. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save GHRA, its representatives and PHARE and its employees and agents harmless against all claims, losses, damage to persons or property, acts of nature, governmental charges or fines and attorney's fees arising out of, or having been caused by exhibitor's installation, removal, maintenance, occupancy or use of the show premises or any parts thereof, excluding, however, any such liability caused by the gross negligence of GHRA and its representatives and PHARE, its employees and agents.

F. In the event the premises in which the exhibition is to be held are destroyed or damaged by fire, the elements, other calamity, or other cause beyond the control of GHRA, its representatives or PHARE, its employees or agents, they shall not be liable to the Exhibitor except to the extent of returning to the Exhibitor the difference between the total cost of the space referred to herein and the cost of the space for the period the exhibition was open to the public. The latter cost shall be calculated by dividing the total cost for the space provided hereunder by the number of days the exhibition was scheduled to run, specified herein, and multiplying the number of days the exhibition was actually open.



G. Exhibitor shall not assign any right or delegate any duty under this agreement, and shall not permit any other person to use the space without the express prior written consent of GHRA and its representatives and PHARE management. If the Exhibitor attempts to permit any other person to use the space or attempts an assignment in violation of the Agreement, that permit or assignment shall be without effect and GHRA and its representatives and PHARE management shall have the right to refuse admittance to that other person and to prevent that other person from using the exhibit. In the event of such a refusal, the Exhibitor shall not be entitled to the return of any payment and GHRA, its representatives and PHARE management shall not be liable to the Exhibitor for any damages arising out of that refusal.

**General Information**

A. GHRA and its representatives and PHARE management reserve the right to reject or restrict any exhibit that GHRA and its representatives and PHARE management, reasonably and in good faith, determines is not keeping with the nature, character, or orderly conduct of the exhibition, or is detrimental to the appearance of any other exhibit or of the exhibition as a whole.

B. Exhibitors must confirm to all local and federal applicable regulations, statutes, laws and codes. Exhibitors required to possess special license (i.e. liquor, public health permits) must provide proof of compliance no later than June 7, 2024.

C. To maintain security of exhibits, no one will be allowed into show facilities from 6pm to 9am during show dates. There will be no exceptions without explicit approval of GHRA and its representatives or PHARE management.

D. There will be no product promotion or selling outside of your assigned exhibit space.

E. Solicitations by any non-exhibitors are strictly prohibited.

F. In the event the Exhibitor fails to install its display within the time limit set, or fails to comply with any provisions concerning the use of display space, GHRA and its representatives and PHARE management shall have the right to take possession of said space and resell same, or any part thereof.

G. Points not covered in this contract are subject to the decision of GHRA and its representatives and PHARE management.

**Cancellation Clause**

The Exhibitor and GHRA and its representatives and PHARE management recognize and acknowledge that GHRA and PHARE show organizers will sustain certain losses if the Exhibitor cancels this exhibit contract after having been assigned exhibit space. Even though GHRA and PHARE management will exercise its best efforts to resell the cancelled space, the parties understand and agree that the GHRA and PHARE organizers will nevertheless incur substantial losses that cannot be precisely determined. Due to the difficulty, if not impossibility, of proving said losses, the Exhibitor agrees to pay the following amounts as liquidated damages in the event the Exhibitor cancels its space on or within the time periods specified below. All cancellations must be submitted in writing to the GHRA office.

**Time Period**

Cancellation on or prior to 5/30/24  
Cancellation prior to 6/7/24  
Cancellation after 6/7/24

**Liquidation Damages**

50% of the fee for canceled space  
75% of the fee canceled space  
100% of the fee canceled space

In the event that the Exhibitor fails to make full payment by the deadline date indicated, GHRA and PHARE organizers reserve the right to consider, at its option, said failure to be a cancellation of the exhibit contract.



# PHARE CONTRACT & AGREEMENT

The undersigned (hereafter called "Sponsor or Exhibitor") hereby applies and contracts for space during PHARE to be held at the Hyatt Regency Guam, July 10 & 11, 2024 as follows:

☐ GOLD SPONSOR \$20,000

☐ BRONZE SPONSOR \$10,000

☐ SILVER SPONSOR \$15,000

☐ EXHIBITOR \$2,000 X BOOTHS

I. Member, GHRA \_\_\_\_\_ Number of Booths x \$2,000 = \_\_\_\_\_

II. Non-Member, GHRA \_\_\_\_\_ Number of Booths x \$2,500 = \_\_\_\_\_

Exhibit space(s) will be assigned in accordance with the following criteria:

- First come, first served
- Priority based on sponsorship level and total number of booths reserved
- Location might be limited to certain areas for demonstrations - cooking, electrical 220V

Please indicate (3) three choices for your exhibit space (see GHRA floor layout):

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Exhibit Space contract must include at least a 50% deposit before contract is officially accepted. Balance due no later than June 7, 2024. Make checks payable to GHRA.

Exhibitor will display the following:

\_\_\_\_\_  
\_\_\_\_\_

This contract agreement shall not be binding until it is accepted and approved in writing by the signature below by the President of GHRA as the organizer of PHARE 2024. The Terms and Conditions have been provided and shall constitute part of this contract and the exhibitor agrees to abide and confirm thereto. In witness whereof, applicant has caused this contract to be read and signed by an officer of the company or person duly authorized. Execution of contract signifies full acceptance and understanding of all terms and conditions.

Please sign and return this form with payment to the Guam Hotel & Restaurant Association, Inc. Upon acceptance we will send you a copy for your records. All correspondence regarding our exhibit should be addressed to the attention of and by:

Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

\*\*\*\*\*

GHRA Representative's Signature: \_\_\_\_\_

GHRA Representative's Name: \_\_\_\_\_

Booth(s): \_\_\_\_\_

Date: \_\_\_\_\_

**FORM "A"**  
**GENERAL SPECIAL REQUIREMENTS**



**NAME OF COMPANY:** \_\_\_\_\_

**POINT OF CONTACT:** \_\_\_\_\_

**TELE NO.:** \_\_\_\_\_ **E-MAIL:** \_\_\_\_\_ **EXHIBIT BOOTH(S):** \_\_\_\_\_

**COMPLETE AND RETURN THIS FORM TO GHRA NO LATER THAN FRIDAY, JUNE 21, 2024.**

**CHECK THE BOXES APPLICABLE AND FOLLOW WITH DETAILED INFORMATION.**

☐ **NO, WE DO NOT HAVE SPECIAL REQUIREMENTS FOR OUR PHARE EXHIBIT.**

☐ **YES, WE HAVE THE FOLLOWING GENERAL SPECIAL REQUIREMENTS:**

**GENERAL**

**BOOTH MODIFICATIONS:**

☐ WE WISH TO MODIFY THE PARTITIONS AS THEY APPLY TO OUR BOOTH AREA (ONLY ALLOWED FOR MULTIPLE BOOTH HOLDERS). PLEASE DETAIL APPLICABLE BOOTH NUMBERS AND REQUESTED MODIFICATIONS (USE DIAGRAM IF NECESSARY):

\_\_\_\_\_

**HOTEL ITEMS:**

(UPON AVAILABILITY; NOMINAL FEE MAY BE ASSESSED FOR SPECIAL ITEMS AND/OR SERVICES)

☐ PLEASE SPECIFY IF TABLE LINEN IS NECESSARY (I.E. TABLECLOTH AND SKIRTING):

\_\_\_\_\_

☐ PLEASE SPECIFY ANY PREFERENCES AS TO TYPE AND/OR SIZE OF TABLE (E.G. ROUND, IBM) USED IN YOUR BOOTH; ANY ADDITIONAL TABLE(S) AND/OR CHAIRS NEEDED BEYOND WHAT IS ALREADY PROVIDED IN PACKAGE; OR, IF YOU DO NOT WANT TABLES AND/OR CHAIRS IN YOUR ASSIGNED EXHIBIT AREA:

\_\_\_\_\_

☐ PLEASE DETAIL ANY SPECIAL ITEMS AND/OR SERVICES YOU MAY WANT TO USE IN YOUR EXHIBIT AREA WHICH MIGHT BE SOURCED THROUGH THE VENUE HOTEL (E.G. WINE BUCKETS, ICE SUPPLY):

\_\_\_\_\_

**FOOD & BEVERAGE SAMPLINGS:** (ADDITIONAL FORMS MUST BE COMPLETED BY EXHIBITORS PLANNING TO SERVE FOOD AND/OR BEVERAGE (NON-ALCOHOLIC AND ALCOHOLIC) SAMPLES; PLEASE NOTIFY GHRA IF YOU REQUIRE THESE FORMS. FOR EXAMPLE, DPHSS HEALTH CERTIFICATE, SPECIAL EVENT PERMIT OR ABC OFF-PREMISE)

☐ YES, WE WILL BE SERVING FOOD AND/OR BEVERAGE SAMPLES FROM OUR EXHIBIT SPACE. PLEASE FORWARD PERTINENT FORMS TO COVER OUR PARTICIPATION.

**OTHER:**

☐ PLEASE LIST ANY OTHER SPECIAL REQUESTS YOU MAY HAVE REGARDING YOUR EXHIBIT AND WHICH MAY NOT BE ADDRESSED IN THE FORMS PROVIDED: \_\_\_\_\_

**FORM "B"**  
**SPECIAL SERVICES REQUIREMENTS**



NAME OF COMPANY: \_\_\_\_\_

POINT OF CONTACT: \_\_\_\_\_

TELE NO.: \_\_\_\_\_ E-MAIL: \_\_\_\_\_ EXHIBIT BOOTH(S): \_\_\_\_\_

**COMPLETE AND RETURN THIS FORM TO GHRA NO LATER THAN FRIDAY, JUNE 21, 2024.**

**CHECK THE BOXES APPLICABLE AND FOLLOW WITH DETAILED INFORMATION SHOULD YOU HAVE SPECIAL REQUIREMENTS FOR YOUR PHARE EXHIBIT.**

**SPECIAL SERVICES**

**TELEPHONE/ISDN LINES:** (ADDITIONAL CHARGES MAY BE ASSESSED BY SYSTEM PROVIDER AND/OR VENUE HOTEL FOR INSTALLATION OF TELEPHONE AND RELATED OUTLETS, IN ORDER TO ACCOMMODATE EXHIBITOR REQUIREMENTS)

[ ] A. PLEASE SPECIFY TYPE OF LINE(S) REQUIRED: \_\_\_\_\_

B. PLEASE SPECIFY NUMBER OF LINES REQUIRED: \_\_\_\_\_

C. PLEASE SPECIFY HOW THE LINE(S) WILL BE USED (E.G. DISPLAY OF COMPANY'S COMPUTER INTERNET SERVICE): \_\_\_\_\_

**ELECTRICAL SERVICES:** (ADDITIONAL CHARGES MAY BE ASSESSED FOR UPGRADED SERVICES BEYOND THAT DETAILED IN EXHIBITOR PACKAGE; USE ADDITIONAL SHEETS IF NEEDED).

**ALL OUTLETS WILL BE 110 / 120 V UNLESS SPECIFICALLY REQUESTED FOR EACH BOOTH SPACE. IF 220V, PLEASE INDICATE IF YOU HAVE A SPECIFIC TYPE OF PLUG THAT WOULD NEED THE HYATT TO SUPPLY AN APPROPRIATE OUTLET.**

[ ] PLEASE SPECIFY IN GREAT DETAIL ELECTRICAL SERVICES REQUIRED PER EQUIPMENT/MACHINERY:

I. TYPE OF EQUIPMENT/MACHINERY: \_\_\_\_\_

A. VOLTAGE: \_\_\_\_\_

B. WATTAGE: \_\_\_\_\_

C. AMPERAGE: \_\_\_\_\_

D. SPECIFIC PHASE AND POWER POINTS: \_\_\_\_\_

E. POWER USAGE: \_\_\_\_\_ RUN 24-HOURS \_\_\_\_\_ EXHIBITION HOURS ONLY \_\_\_\_\_

II. TYPE OF EQUIPMENT/MACHINERY: \_\_\_\_\_

A. VOLTAGE: \_\_\_\_\_

B. WATTAGE: \_\_\_\_\_

C. AMPERAGE: \_\_\_\_\_

D. SPECIFIC PHASE AND POWER POINTS: \_\_\_\_\_

E. POWER USAGE: \_\_\_\_\_ RUN 24-HOURS \_\_\_\_\_ EXHIBITION HOURS ONLY \_\_\_\_\_



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