

2021 SPONSORSHIP APPLICATION

Advanced Hospitality Revenue Management

IDEAS Revenue Solutions – a SAS Company – and Cornell University are pleased to offer the IDEAS Cornell Revenue Management Sponsorship Program. This is a first of its kind sponsorship program offering hospitality professionals access to online certificates and professional development opportunities in Revenue Management. Sponsorships awarded will provide recipients paid registration to the online Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies.

HOW TO APPLY

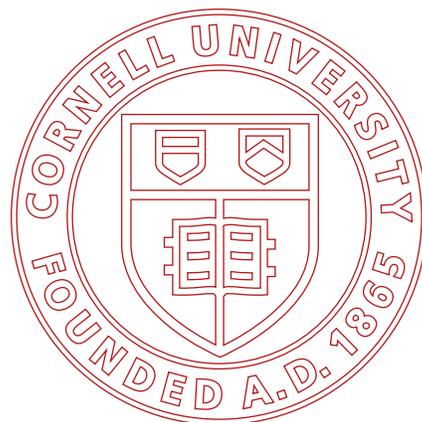
Fill out this application PDF (see pages 4-7 below for the fields to edit and fill out), save, and submit via email to ideas@cornell.edu.

Applicant must submit a completed application electronically by the stated application deadline:

Friday, March 19, 2021

APPLICANT ELIGIBILITY

- Applicant must be employed in a full time position in the hospitality industry.
- Applicant's employer must be engaged in the activity of providing lodging services, which include (but are not limited to) hotels, motels, clubs, resorts, casinos, and theme parks.
- Applicants for the Certificate in Advanced Hospitality Revenue Management must be directly responsible for the Revenue Management function of their organization.





INSIDE THE PROGRAM

WHAT YOU'LL LEARN

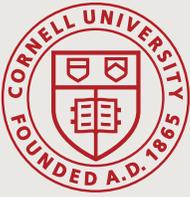
This five-course certificate, developed by Dr. Chris Anderson, Revenue Management expert and faculty member at Cornell University's School of Hotel Administration, builds on the fundamental principles of Revenue Management and provides students with the advanced tools and techniques that guide strategic pricing decisions, set inventory controls, and encourage demand manipulation in a way that not only drives profits, but improves overall organizational performance. Participants will receive advanced instruction in revenue management and learn the industry-critical skills and advanced techniques used by top performers around the world.

The successful completion of the following five Cornell online courses leads to the Certificate in Advanced Hospitality Revenue Management: Pricing and Demand Strategies:

- ✓ Price and Inventory Controls
- ✓ Price Sensitivity and Pricing Decisions
- ✓ Segmentation and Price Optimization
- ✓ Displacement and Negotiated Pricing
- ✓ Search Engines and Online Selling: Stimulating Incremental Demand

AWARD OF SPONSORSHIPS

- A Sponsorship Panel will be formed by Cornell University
- The Sponsorship Panel reserves the right not to award all sponsorships
- Successful applicants will be contacted directly by IDEaS and Cornell University



ABOUT

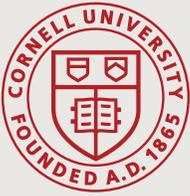
IDEAS

IDeaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDeaS delivers revenue science to more than 13,000 clients in 129 countries. Combining industry knowledge with innovative, data-analytics technology, IDeaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at ideas.com.

CORNELL UNIVERSITY

Cornell University is shaping the global knowledge base for hospitality management through leadership in education, research, and industry advancement. The school provides management instruction in the full range of hospitality disciplines, educating the next generation of leaders in the world's largest industry. Founded in 1922 as the nation's first collegiate course of study in hospitality management, the Cornell School of Hotel Administration is recognized as the world leader in its field.

For more information, visit www.sha.cornell.edu.



2021 APPLICATION

ADVANCED HOSPITALITY REVENUE MANAGEMENT

Application Number
For Office Use Only

Fill out this application PDF (see pages 4-7 for the fields to edit and fill out), save, and submit via email to ideas@cornell.edu.

A. Personal Information

Sal _____ Name (*First, Last*) _____

Job Title _____

Company _____

Address _____ City _____

State/Province _____ Zip/Postal Code _____ Country _____

Work Phone _____ Work Fax _____

E-Mail Address _____ Website _____

Supervisor/Manager _____ S/M Job Title _____

In principle and in practice, IDEaS and Cornell University value and seek diverse and inclusive participation within the field of hospitality revenue management. IDEaS and Cornell University promote involvement and expanded access to professional development opportunities regardless of race, ethnicity, gender, religion, age, sexual orientation, nationality, disability, appearance, geographic location, or professional level.

The IDEaS Cornell Management Sponsorship Application will be evaluated 'blind', in that the Sponsorship Panel will only have access to Section B of this application.



2021 APPLICATION

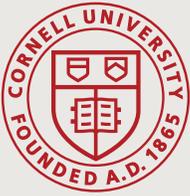
B. Essay

Please key in your responses in the space provided below or attach additional sheets as appropriate. Use no more than 250 words to answer each question.

It is advisable that you do not disclose your identity, current employer, or affiliations in your responses below. Prior to sharing your application with the Sponsorship Panel, Cornell University will remove all such information.

1. Proper utilization of revenue management strategies can play a big role in increasing a hotel's bottom line, but its value is not always appreciated and can be met with resistance. How have you addressed this challenge in your organization?

2. Successful revenue management strategies include analyzing, setting, and adjusting prices to optimize ROI. What revenue management analytics have you used to determine the price sensitivity of guests? Provide 2-3 specific examples.

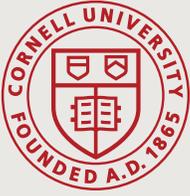


2021 APPLICATION

3. What are your career goals and how will winning this sponsorship help you to achieve them?

C. Applicant Commitments

- The personal information provided is correct to the best of the applicant's knowledge.
- The views expressed in Section B of the application are entirely that of the applicant. No support or inputs were received from any other individual or organization.
- The applicant did not disclose their identity, current employer, or affiliations, if any, while answering the essay questions in Section B.
- If selected, the applicant will commit to registering and successfully completing the Cornell Certificate within (3) three months of the award of the sponsorship. If not completed within (3) three months, Cornell University reserves the right to revoke the sponsorship.
- If selected, the applicant agrees to IDEaS and Cornell University using their name in public announcements and commonly deployed marketing practices for the Sponsorship Program.
- By applying for the Sponsorship Program, the applicant consents to the collection and use of their personal information by IDEaS and Cornell University as per their current Privacy Policies (see terms and conditions section for more on these policies).
- The sponsorship is non transferable.



2021 APPLICATION

- The applicant agrees to submit the application as per the stated deadline.
- If selected, the applicant authorizes IDEaS and Cornell University to request and obtain from eCornell information relating to their completion of the Cornell courses and programs in which the applicant is enrolled in connection with the IDEaS Cornell Sponsorship Program, and the applicant also authorizes eCornell to provide such information to IDEaS and Cornell University.

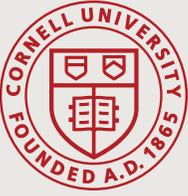
By signing below, I acknowledge that decisions of Cornell University are final. I certify that I meet the basic eligibility requirements of the sponsorship program as described in this application, that the information provided herein is complete and accurate to the best of my knowledge, and that I have read and agree to the above-referenced 'Applicant Commitments'.

I further certify that I am not prohibited from applying for or accepting the sponsorship (if awarded) by any law, regulation, contractual provision, rule, or policy, including my employer's rules and policies. If requested, I agree to provide proof of information I have given on this form. I understand and acknowledge that falsification of information may result in disqualification of my application and/or termination of any sponsorship awarded.

Applicant's Signature _____

Print Name _____

Date of Submission _____



2021 APPLICATION

D. Terms and Conditions of the IDEaS Cornell Revenue Management Sponsorship Program

1. IDEaS and Cornell University employees and their family members and dependents are not eligible to receive the sponsorships.
2. IDEaS will pay the cost of registration for the five online courses leading to the Cornell Advanced Hospitality Revenue Management Certificate directly to the Cornell School of Hotel Administration and not to the sponsorship recipient.
3. IDEaS and Cornell University reserve the right to review the conditions and procedures of the IDEaS Cornell Revenue Management Sponsorship Program and to make changes at any time, including termination of the program.
4. The applicant is responsible for submitting all materials to Cornell University on time. Incomplete applications will not be evaluated or considered. This application becomes complete and valid only when Cornell University has received all of the requisite materials.
5. IDEaS and Cornell University do not sell, trade, or rent the personal information provided by sponsorship recipients. IDEaS and Cornell University may share your personal information with eCornell so it may use such information as a part of your enrollment in its programs or otherwise contact the applicant. IDEaS and Cornell University may also release the applicant's personal information when, in good faith, such release is reasonably necessary to (i) comply with law, (ii) enforce or apply the terms of any of our agreements with eCornell, or (iii) protect the rights, property, or safety of IDEaS and Cornell University, our users, or others. Except as otherwise provided herein, IDEaS and Cornell University will use and disclose your personal information only as described in *IDEaS' Privacy Statement* and the *Cornell University Privacy Policy* on behalf of eCornell.