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## **04-08-2012 - 2nd Annual Hotel Equity & Lender Perspectives Conference set for April 8th-9th, 2013 in Boston**

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The nation's leading hotel executives will gather April 8th-9th, 2013 for the second annual Hotel Equity & Lender Perspectives (HELP) Conference to discuss the outlook for hotel finance, real estate and development transactions. The two-day hotel investment event will be held at the Seaport Waterfront Hotel.

"The hotel industry will be in its fourth year of recovery by 2013, rapidly approaching peak revenue levels last achieved in 2007," said Chad Crandell, event co-founder and president of CHM. "There is a perceptible, positive change in the availability of financing, which is expected to have a significant impact on the number of hotels changing hands and the decision to move forward on development plans. The HELP Conference provides the setting for getting those hotel deals in motion. We anticipate more than \$1 billion in transactions will be in play at the conference with the leading ownership groups, lenders and franchisors in attendance."

The exclusive event of 350 participants allows for significant networking and interchange between the industry's senior executives. Attendees include hotel owners; financial institutions and public and private funds with more than \$10 billion in hotel investments; the leading premium hotel brands; management companies and specialists in hotel real estate.

"Our conference differentiates itself from other hotel conferences both in the quality of attendees and in the way we approach the event," said Jim O'Connell event co-organizer and founder of O'Connell Hospitality Group. "We provide boardroom level content, but don't take ourselves so seriously that we can't take the time to have some fun."

The conference program is set, with updates on speakers and sessions available live on [www.helpconference.com](http://www.helpconference.com). "In addition to outlining innovative trends in hotel equity and financing, we also will examine how successful deals are getting done, both in the current stage of the cycle, as well as in the near future in light of anticipated changes shaping the continued recovery and growth of the hotel industry," said Ken Wilson, event co-founder and CEO of CHM. "We will continue our highly popular 'Dine Around' event, which allows attendees to network and discuss industry issues in a more relaxed setting. We have a few surprises on the social aspect of the event this year, which will be announced shortly and are confident based on the caliber of speakers and sponsors who have signed on already, this event will be a must attend for those interested in making deals or interacting with deal-makers."

Registration for the two-day event opens December 12th and will be \$695 during the early registration period and \$795 thereafter. More information about the Hotel Equity & Lender Perspectives Conference, including sponsorship details, is available at [www.helpconference.com](http://www.helpconference.com).

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