



2023



**SMART DECISION GUIDES
CO-BRANDED EBOOKS
INDUSTRY PUBLICATIONS
CONTACT DATABASES**



We help technology solution providers go to warp speed.



A leading marketing services company that specializes in content marketing, lead generation and brand-building programs for B2B technology solution providers

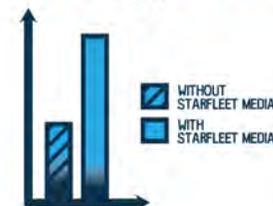


A globally-recognized IT market research firm that specializes in benchmarking best practices in technology-enabled business initiatives

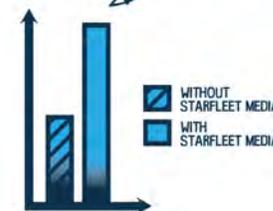


Industry-leading publications that serve the needs of both technology solution providers and decision makers in the hospitality sector

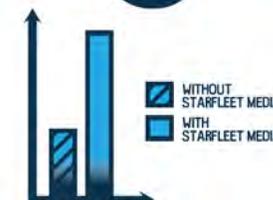
DEMONSTRATE
THOUGHT LEADERSHIP



RAISE BRAND VISIBILITY



GENERATE QUALIFIED LEADS



2023



Smart Decision Guides:
Authoritative, Unbiased, Comprehensive.
Underwritten by Industry Leaders.
Trusted by Technology Makers.



Smart Decision Guides: Comprehensive, unbiased and authoritative. Helping IT decision makers in specific vertical markets, including hospitality and healthcare, make smart decisions

Widely regarded as the most definitive resources for researching next-generation technology solutions, **Smart Decision Guides** offer a roadmap for making the right purchase decisions and maximizing success, based on the experiences of top-performing companies.

With up-to-date information on the latest technology innovations, **Smart Decision Guides** are an essential resource for anyone looking to stay ahead of the curve in today's competitive business landscape.

91

Average percentage of industry practitioners who downloaded and read a **Smart Decision Guide** who rate it as "valuable" or "very valuable"

Informative



"I found this Smart Decision Guide to be both informative and thought-provoking."

Stephen West
Executive General Manager
Turtle Beach Resorts

Actionable



"It made me rethink exactly what [revenue management solution] I need for my own business."

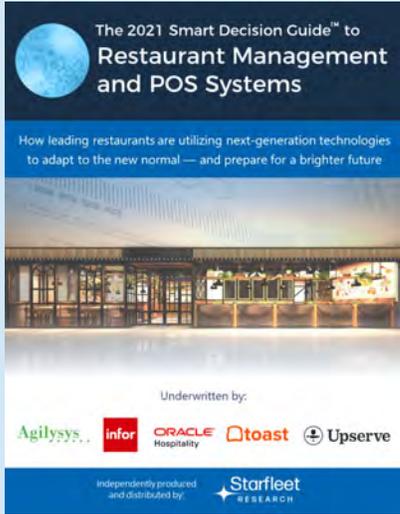
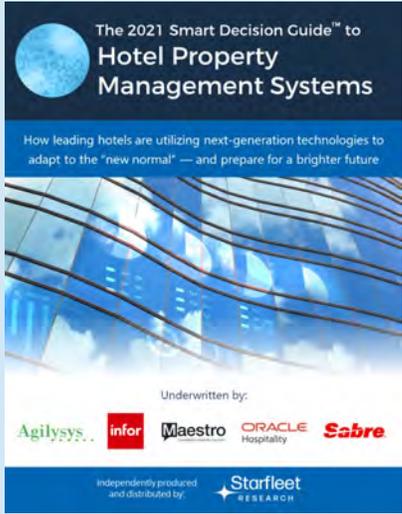
Bev Constable
Managing Director
Boutique Stays Properties

Unbiased



"Extremely useful, with objective up-to-date information and insights about hotel revenue management."

Mario Cardone
Group Managing Director
Pellicano (five-star) Hotels



Smart Decision Guides: Enabling solution providers to demonstrate thought leadership, raise brand visibility and generate qualified leads in a cost-effective manner

Each underwriter receives a **licensed version** (their logo only on the cover and their profile page only in the appendix) of the **Smart Decision Guide** for use in their own content marketing campaigns.

Each underwriter receives a guaranteed number of **qualified leads**, based on their own target prospect criteria. Leads are manually scrubbed and verified, then delivered in a time-sensitive manner.

Selected Underwriters - Smart Decision Guides



Licensed Version



Turnkey Lead Generation Program

Gated Landing Page



Qualified Leads



Case Study: How Oracle Hospitality Leverages Its Licensed Versions of Smart Decision Guides to Generate Thousands of Leads

Leveraging the licensed versions of its **Smart Decision Guides** via multiple marketing and distribution channels, including social media, third-party syndication sites and its own online properties, **Oracle Hospitality** consistently generates thousands of qualified leads per title. (As objective, third-party content assets from a recognized name in IT market research, **Smart Decision Guides** tend to generate a larger volume of leads — and, also, higher quality leads.)

Translated versions of **Smart Decision Guides** are produced for use in content marketing and lead generation campaigns around the world. These digital content assets have been translated into more than a dozen languages.



ORACLE Hospitality

82%-92% of hotels experienced a dramatic improvement to financial results by upgrading their PMS system

Get the Guide Today

The 2021 Smart Decision Guide™ to Hotel Property Management Systems

How leading hotels are utilizing next-generation technologies to adapt to the "new normal" — and prepare for a brighter future.

Underwritten, in part, by ORACLE Hospitality

Starfleet RESEARCH

Guia 2021 de Decisões Inteligentes para Sistemas de Gestão de Restaurantes e Pontos de Venda

Guia 2021 de Decisões Inteligentes sobre Los Sistemas de gestión de restaurantes y puntos de venta

Guia 2021 de Decisões Inteligentes para Sistemas de Gestão de Propriedades Hoteleiras

Guía de Decisión Inteligente™ 2021 para Sistemas de Gestión de Propiedad Hotelera

ORACLE Hospitality

Starfleet RESEARCH

ORACLE Hospitality

2020 Smart Decision Guide to Hotel Property Management Systems

ORACLE Hospitality

2020 Smart Decision Guide to Hotel Property Management Systems

2020 Smart Decision Guide to Hotel Property Management Systems

ORACLE Hospitality

Average percentage of underwriters that renew their participation in the following year's edition of a Smart Decision Guide program



Franco Caporale
Vice President, Commercial

"The quality of the leads is exceptional and the content is always great. It works quite well across different channels."



Jocelyn Arthur
Chief Marketing Officer

"We've participated in almost every hospitality-related Smart Decision Guide program over the last five years. They're a terrific investment and we're always delighted."



Cris Herman
Global Marketing Manager

"Excellent content. Great results in terms of sales-ready leads. It is always a pleasure working with Starfleet Media."

Sample Licensed Smart Decision Guide, available for viewing courtesy of:



"A Hotel Property Management System (PMS) can have a positive impact on your hotel and make your operations more efficient. The Smart Decision Guide to Hotel Property Management Systems provides key information needed to find the hotel PMS that best fits your requirements. This research report, conducted by Starfleet Research and sponsored by SkyTouch Technology, provides a simple checklist to use as well as a list of must-ask questions for vendors, a roadmap for buying decisions, and valuable insights from industry insiders and experts."

- SkyTouch Technology

Sample Licensed Smart Decision Guide, available for viewing courtesy of:



"The Smart Decision Guide offers a clear roadmap for achieving success with next-generation strategies and technologies based on the benchmarked performance of top-performing hotels and resorts. It also offers a wealth of practical advice for implementing the right organizational resources, business processes and performance metrics to drive continuous improvement in RevPAR and other key performance metrics used by hoteliers to track and measure success."

- Rainmaker, a Cendyn company

2023 Smart Decision Guides: Selected Titles

How leading hotels and resorts are utilizing robotic technologies to reduce costs, improve operations and enhance the guest experience

Underwritten by:

How leading hotels are utilizing next-generation technologies to turbocharge operations and optimize the guest experience

Underwritten, in part, by:

How leading hotels are utilizing next-generation AI-powered revenue management solutions to maximize financial success

Underwritten by:

How leading restaurants are utilizing robotic technologies to reduce costs, improve operations and enhance the guest experience

Underwritten by:

Everything you need to know about next-generation MPM solutions - and how to select the right one for your healthcare organization

Underwritten by:

Everything you need to know about medical billing solutions for optimizing financial results - and how to select the right one for

Underwritten by:

2023



Co-Branded eBooks & Infographics:
Serving Up Recipes for Success in
Hospitality Technology (and Other
Industry Sectors)

Read More

Cobranded eBooks deep-dive into focused topic areas while demonstrating the best in thought leadership and creative design

Our seasoned market research and production teams handle all key aspects of the engagement, from project planning and management, survey-based research (including survey design, deployment and data analysis) and content development to graphic design and production, providing for a turnkey end-to-end process.

The **Starfleet Research** brand brings an unmatched “cloak of credibility” to these digital content assets, which are written to align with the solution provider’s competitive strengths and go-to-market messages.

Selected Client Partners - Cobranded eBooks



Cobranded eBooks: Selected Examples



CO-BRANDED EBOOKS

2023



Benchmark Reports:
Definitive Resources for Best Practices IT Market Research. Learn How Top Performers are Achieving Success with Technology-enabled Business Initiatives.



Benchmark Reports: Comprehensive, unbiased and authoritative. Focused on how companies can maximize performance and achieve their desired objectives with respect to specific technology-enabled business initiatives

Unlike **Smart Decision Guides**, which focus on industry-specific technologies, **Benchmark Reports** focus on enterprise technologies that tend to be applicable across any number of industry sectors and, also, in some cases, straddle multiple departments within a company.

Benchmark Reports typically perform exceptionally well in lead generation campaigns, with solution providers consistently reporting higher-than-average conversions rates.



Gated Landing Page

Companies of all sizes are harnessing the power of self-service BI, next-generation data management, and embedded analytics to achieve greater ease of use and faster and better access to information and insights. Even large corporations are adopting best-of-breed self-service solutions to supplement their core business intelligence initiatives, providing a friendlier front end that builds on their existing investments.

Self-service BI means giving non-IT business users the tools they need to gain full, governed control over their data. By being able to visually explore, prepare and transform their data into performance dashboards and customized reports, according to their exact specifications, they can get the answers they need at a glance and make smarter, more timely business decisions.

Download this free, comprehensive 29 page report by Starfleet Research and learn about:

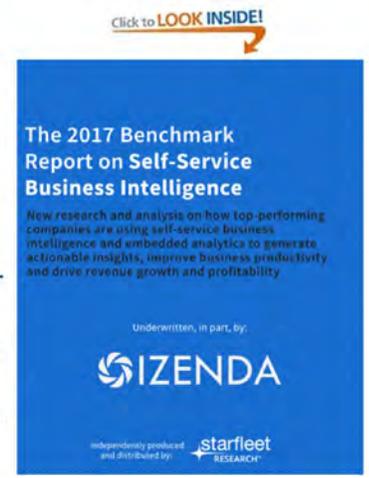
Selected Client Partners - Benchmark Reports



Each underwriter receives a **licensed version** (their logo only on the cover and their profile page only in the appendix) of the **Benchmark Report**, which, with some titles, may also be licensed on an exclusive basis.



Sample licensed benchmark report, available for viewing courtesy of: **IZENDA**



BENCHMARK REPORTS



Our seasoned market research and production teams handle all key aspects of the engagement, from project planning and management, survey-based research (including survey design, deployment and data analysis) and content development to graphic design and production, providing for a turnkey end-to-end process.

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2023 Benchmark Reports: Publishing Agenda*

- **Benchmark Report on Application Performance Management** – How top-performing companies are using next-generation API capabilities to speed the development of new applications, optimize the performance of existing applications, and improve customer satisfaction and employee productivity [**Licensed on an exclusive basis**]
- **Benchmark Report on IoT Cybersecurity** – How top-performing organizations are using advanced Internet of Things (IoT) security to safeguard their network-connected devices from both known and unknown threats while enabling machine learning-powered visibility and operational insights [**Licensed on an exclusive basis**]
- **Benchmark Report on Enterprise Business Intelligence** – How top-performing companies are using next-generation EPM capabilities to make smarter business decisions and drive profitable growth
- **Benchmark Report on Enterprise Performance Management** – How top-performing companies are using next-generation EPM capabilities to make smarter business decisions and drive profitable growth
- **Benchmark Report on Digital Asset Management** – How top-performing companies are using next-generation DAM capabilities to optimize digital content organization and access, both inside and outside the organization, automate workflows, manage permissions and ensure brand consistency
- **Benchmark Report on Enterprise Resource Planning** – How top-performing companies are using next-generation ERP capabilities to integrate business processes and automate information flows across back- and front-office functions to reduce operating costs and drive profitable growth
- **Benchmark Report on Enterprise Asset Management** – How top-performing companies are using next-generation EAM capabilities to optimize maintenance operations, reduce equipment downtime, streamline purchasing and procurement, ensure regulatory compliance and drive business growth

* Planned publishing agenda; titles and publishing dates may be subject to change

BENCHMARK REPORTS

Add-On Option: Lead Generation Program

A turnkey **lead generation program** (not available for all titles) delivers a guaranteed number of qualified leads, based on the solution provider's target prospect criteria, over a designated period of time.

Gated Landing Page

Qualified Leads

Add-On Option: Infographic

A cobranded **infographic**, designed to transform dull data into captivating imagery, can be used in social media and other campaigns to raise brand awareness.

Add-On Option: Cobranded Webinar

A **cobranded webinar**, with a Starfleet Research analyst participating as the featured speaker and Starfleet Media promoting the event via multiple channels to drive registrations, can also be used to raise brand awareness and generate leads.

Event Registration Page

Event Attendees

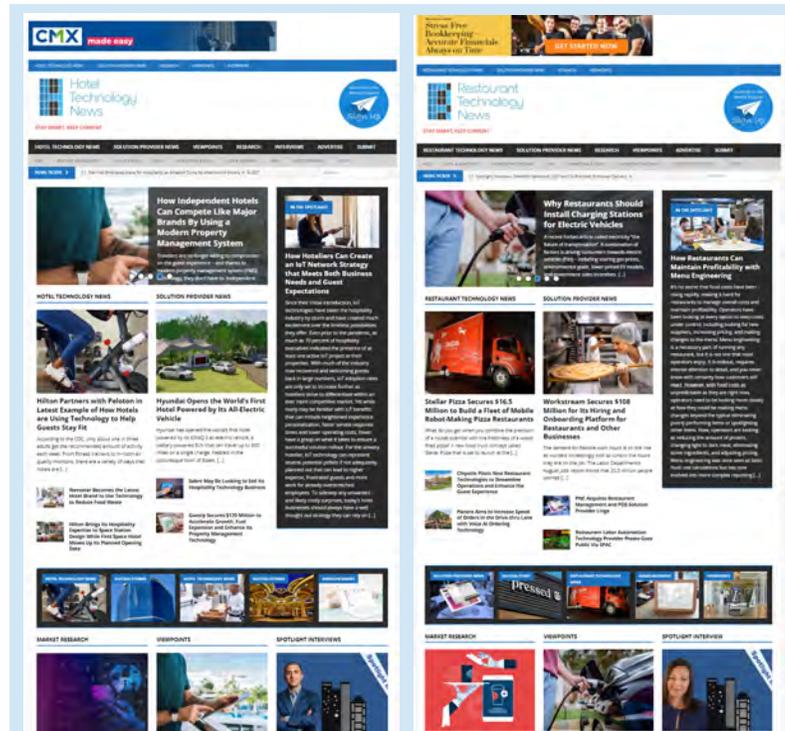
ADD-ON OPTIONS

2023



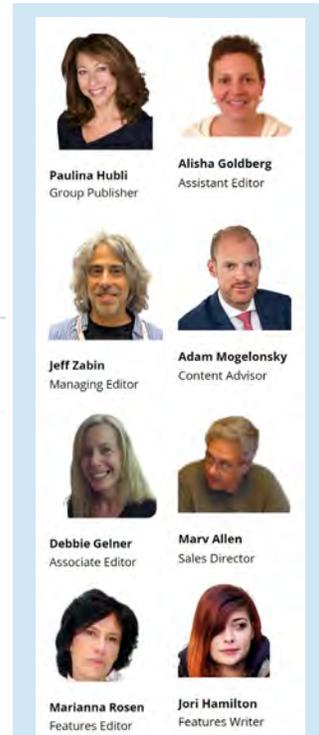
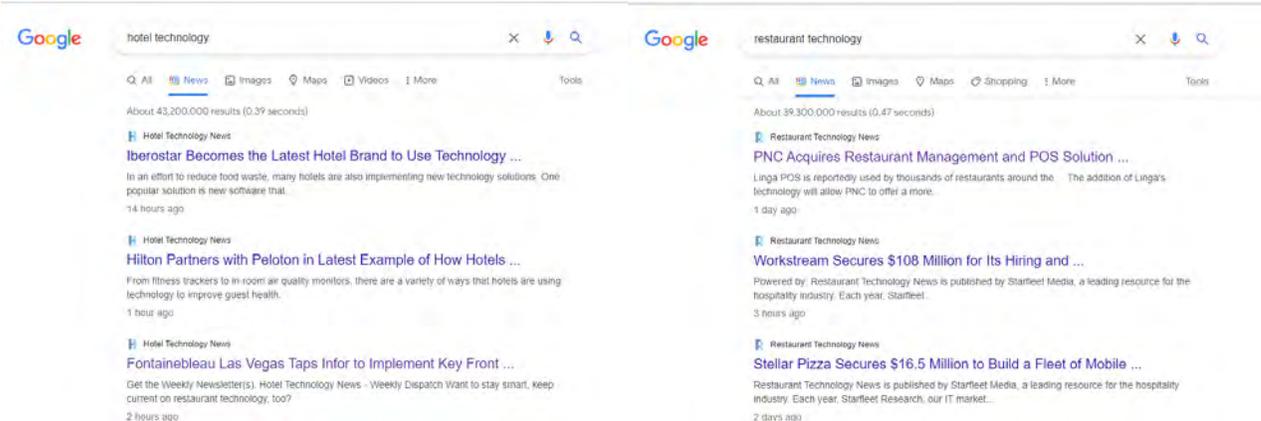
Media Kit

Our industry-leading publications are the premier sources of information and insights related to technology innovation at top-performing hotels and restaurants



#1

In organic search results for relevant keywords, including *hotel technology* and *restaurant technology*



INDUSTRY PUBLICATIONS

STAY SMART, KEEP CURRENT

Our publications provide critical insights into the latest trends and developments in the hospitality IT sector. By staying abreast of these publications, hospitality IT professionals can ensure that they are always at the forefront of the latest industry trends and developments.

Readership stats



Top 5 locations of readers



248 21,996 Average monthly visitors / Page views per visitor: 2.1

Readership: Hotel IT decision makers and influencers
Email newsletter subscribers: Approx. 9.8K; Avg. 24% open rate
Content syndication to *Hotel News Resource*, *Hotel Business Week*, etc.



Top 5 locations of readers



781 17,832 Average monthly visitors / Page views per visitor: 2.3

Readership: Restaurant IT decision makers and influencers
Email newsletter subscribers: Approx. 10.7K; Avg. 22% open rate
Content syndication to *Restaurant News Resource*, *Restaurant News*, etc.

- **More than 1M** annual pageviews (combined)
- **18% increase** in monthly visitors in 2022
- **24% increase** in email newsletter subscribers in 2022

INDUSTRY PUBLICATIONS

STAY SMART, KEEP CURRENT

Our publications provide critical insights into the latest trends and developments in the hospitality IT sector. By staying abreast of these publications, hospitality IT professionals can ensure that they are always at the forefront of the latest industry trends and developments.

Readership stats (cont.)



Job level / role



Size / category of hotel (or other lodging property)



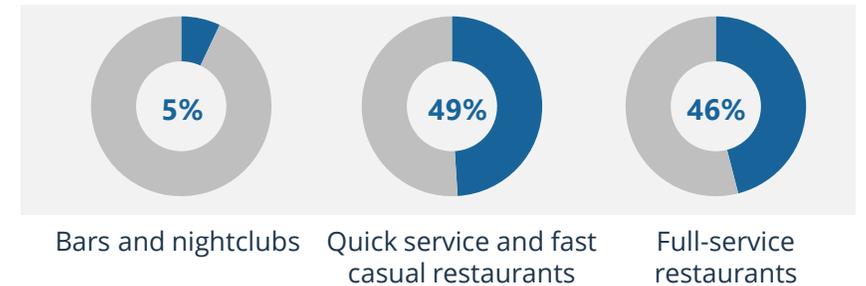
- **79% of readership is hotel industry practitioners** (21% is solution providers, consultants, PR agencies, academics, etc.)
- Of the industry practitioners, **85% of readership is manager-level and above**



Job level / role



Size / category of restaurant / establishment



- **83% of readership is restaurant industry practitioners** (17% is solution providers, consultants, PR agencies, academics, etc.)
- Of the industry practitioners, **82% of readership is manager-level and above**



Case Study: Yelp for Restaurants Campaign – “Yelp Guest Manager”

3-month campaign; tactics / channels included sponsored articles, banner ads, and other content items on *Restaurant Technology News* and partner sites; SEO; targeted eMail blasts (25k-plus recipients) leveraging RTN, Starfleet Media, Restaurant Activity Report and other databases; resulting in more than **225k pageviews**, **900 clicks** and **85 SQLs**

SEO (Google)

Hotel Technology News
Yelp for Hotel Restaurants: Take a Demo and Receive a \$100 Visa Gift Card
 May 11, 2022

Yelp Guest Manager connects hotel restaurants to millions of high-intent diners with reservations, waitlist, and guest management software built for modern...

Restaurant Technology News
Yelp Celebrates the Restaurant Industry with New “Turn the Tables”
 May 21, 2022



Content marketing (sponsored and unsponsored)

Yelp for Restaurants: Get a \$100 Gift Card Just For Taking a Demo

Manage Your Waitlist, Reservations, Front of House and more with Yelp Guest Manager

Schedule a Demo and Receive a \$100 Gift Card

Yelp Guest Manager

Happy Diners and Efficient Teams Start with Yelp Guest Manager

Cafe 21 Seats More Diners While Improving the Overall Customer Experience with Yelp Guest Manager

Submitted Announcement

By June 30 days, Cafe 21's new manager helped process 1,200+ reservation orders via the online waitlist.

4/1/2022

Cafe 21 is a fast-growing breakfast and brunch restaurant in the heart of downtown San Diego. From signature bread to fresh infused sangria, Cafe 21 creates everything from scratch. An innovative restaurant located at the intersection of three avenues, and the 2nd largest commercial center in San Diego, Cafe 21 is a vital part of the San Diego community that brings all cultures together.

Restaurant Technology Overview: Yelp Guest Manager

Submitted Announcement

By simplifying and streamlining the process of how diners place reservations and manage their reservations, restaurants are saving time and money but also doing increased direct bookings. By an average of 8% per year, according to the latest data.

By 8/16/2022

Turn page views into guests

Yelp Celebrates the Restaurant Industry with New “Turn the Tables” Ad Campaign

Submitted Announcement

Yelp has revealed “Turn the Tables,” a new campaign celebrating the innovation and creativity of the restaurant community and highlighting unique local restaurant stories. From shifts to business hours and uniquely supply chains, to worker shortages and heightened focus on fat wages, the restaurant industry has faced unprecedented changes.

1/31/2022

Advertising / Banners

Restaurant Technology News

Yelp's all-in-one Waitlist and Reservations software is so perfect for table-service restaurants that we'll pay you to let us prove it.

Special limited-time offer in partnership with:

Restaurant Technology News

Yelp for restaurants

Demo restaurant table management software from Yelp and we'll send you a **\$100 GIFT CARD!**

Yelp's all-in-one Waitlist and Reservations software is so perfect for table-service restaurants that we'll pay you to let us prove it.

If you schedule and attend a half-hour demo, we'll give you a \$100 Visa gift card. No purchase required. No obligations.

Claim your \$100 gift card

Plus, get \$1,800 in free Yelp ads!

Restaurant Technology News

Yelp Demo Yelp Guest Manager

Get a \$100 Visa Gift Card (Click for details)

Feeling overwhelmed for change?

Yelp for restaurants

Manage reservations, waitlists, walk-ins, takeout orders, etc., all in one place

Reduce operating costs

Increase diner bookings by a whopping 8%*

*On average, according to recent data. Results may vary.

Targeted eMail Blasts

Your Invitation from Restaurant Technology News and Yelp

Hi Debbie,

I see that you have a new restaurant opening. I wish you a lot of success!

Of course, having the right technology is key. As editor of Restaurant Technology News, readers ask me: "If you were to recommend just one solution, what would it be?"

The answer is: **Yelp Guest Manager** technology that averages **8% increase** in guest bookings.

Here's the good news: No obligations.

Find out how 12,000+ table-service restaurants are using Yelp to also offering more...

You can learn more about...

I invite you take advantage...

Your \$100 gift card & free Yelp restaurant ads

Hi Debbie,

I see that you have a new restaurant opening. I wish you a lot of success!

Of course, having the right technology is key.

This month, Yelp is out to prove that their all-in-one Waitlist and Reservations software is so perfect for table-service restaurants like yours that they're going away **\$100 Visa gift cards** to **celebrate**. No purchase required. No obligations.

The software combines Yelp's massive network (in as many cities as 100+), resulting in an average **8% increase in guest bookings**, with those all-in-one technologies that streamline everything from takeout and delivery orders to dine-in seating.

Find out how 12,000-plus restaurants reduced their costs, expanded their reach and started seeing a lot more guests. All at a surprisingly affordable price.

In fact, Yelp is also now offering our readers a whopping **\$1,800 in free Yelp ads**.

Here more, schedule your half hour demo and claim your \$100 gift card!

I invite you take advantage of this opportunity — and also provide our industry-leading publication so stay smart and keep current on all restaurant technologies.

Partner Promos

RestaurantNews.com

Restaurant Technology News Partners with Yelp to Promote Waitlist and Reservations Software with \$100 Gift Cards – Plus \$1,800 in Free Yelp Ads

Receive a \$100 gift card

Plus, get \$1,800 in free Yelp ads!

Now Franchising

Yelp's all-in-one Waitlist and Reservations software is so perfect for table-service restaurants that we'll pay you to let us prove it.

If you schedule and attend a half-hour demo, we'll give you a \$100 Visa gift card. No purchase required. No obligations.

Plus, get \$1,800 in free Yelp ads!

Seat up to 8% more diners with Yelp

Get a \$100 gift card just to find out how.

Yelp for restaurants

Meet, greet, and seat the millions of diners booking tables online

Yelp for restaurants

Receive a \$100 gift card when you take a demo.

INDUSTRY PUBLICATIONS

Offering technology solution providers a range of opportunities, both paid and unpaid, to reach a global audience of hotel and/or restaurant IT professionals in a targeted and cost-effective manner

Tailored advertising and promotional options include press release publication and distribution, sponsored Viewpoints articles, multiple types of banner ads, including popups, and targeted email blasts (available only on a limited basis) to our opt-in subscriber base, with extended reach through our partner network

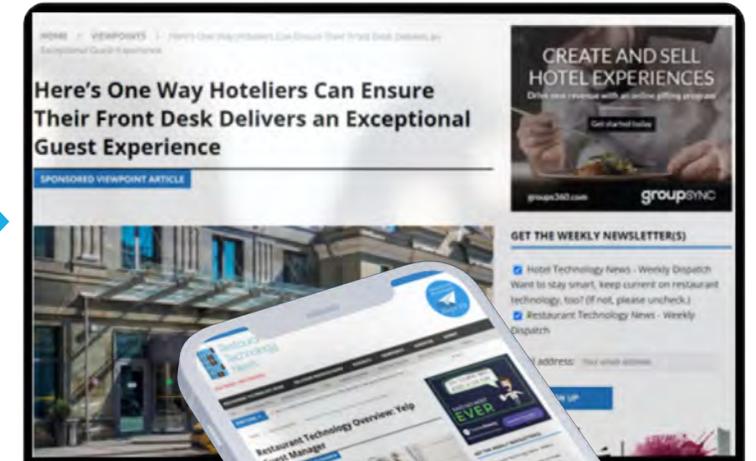
There is no cost associated with participation in a **Spotlight Interview**; however, priority is given to new and existing client partners. There is also no cost for publication of vendor-submitted byline articles that are objective in nature.

Vendor-submitted **press releases** (1 credit each) and paid articles, including **Sponsored Viewpoints Articles** (3 credits each) and **Technology Overviews** (6 credits each), are SEO- and mobile-optimized, generally indexing at the top of Google search results for relevant keywords, and hosted permanently on the publication websites and also syndicated to multiple other channels where the content can be readily found by target prospects via relevant keyword searches.

 Lead time: 3 hours for press releases and bylined articles; 48 hours for banner ads (PNG or GIF format); 72 hours for email blasts; 1 week for Spotlight Interview questions preparation for Spotlight Interviews

- More than **275 active client partner accounts** in 2022
- More than **60 advertisers** in 2022

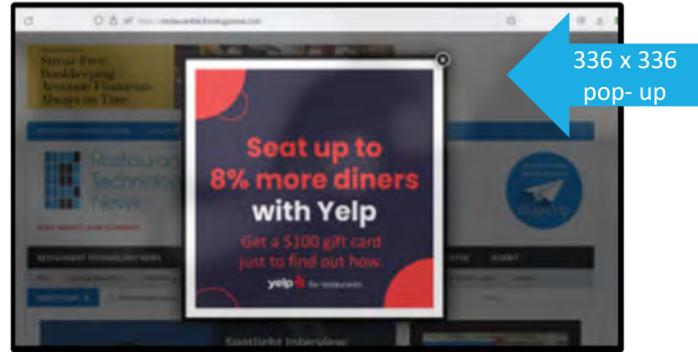
New:
Hotel Technology Overviews and
Restaurant Technology Overviews



INDUSTRY PUBLICATIONS

Nominal Fee Structure for Credits (to Publish Byline Articles, Press Releases, etc.) and Advertising Placement

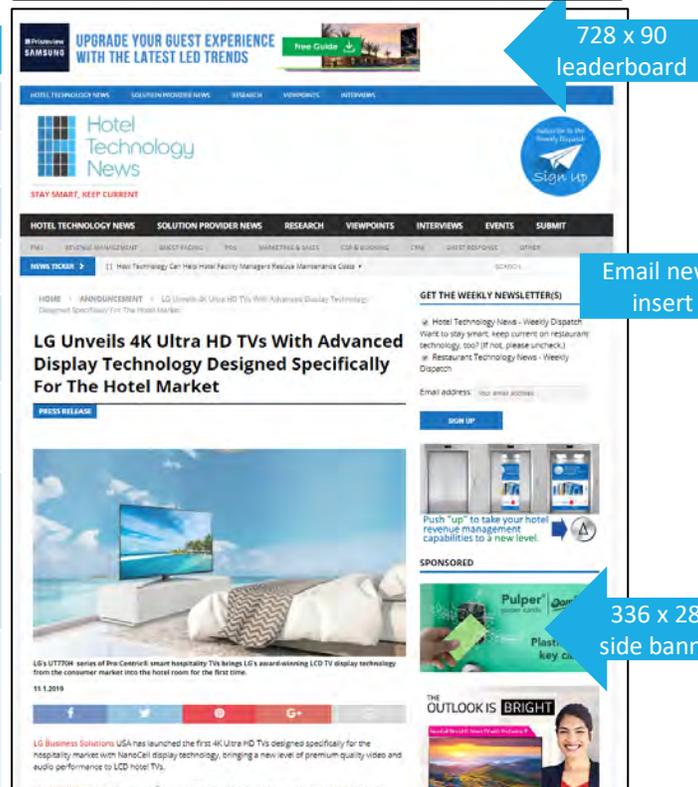
- Packages of 30 credits include a large rectangular (336 x 280) side banner or (728 x 90) bottom banner, displayed for one or three months, on every article landing page.
- Packages of 36 credits include a top (728 x 90) leaderboard banner, displayed for one or three months, on every page, including the home page.
- Packages of 36 credits also include a free (600 x 90) banner ad (one time send) in the email newsletter.



Banner ads, including pop-ups, can be purchased separately, without press release credits. (Please contact us for booking availability.)

Leaderboard (dedicated; no rotation) - \$1,250/month
 Popup banner (dedicated; no rotation) - \$1,750/month
 Side or bottom banner - \$800/month

PNG or animated GIF format; 3rd party click trackers allowed; Files should be minimum 300 dpi



Email newsletter insert (top)



Fee	Credits	Additional Benefits
\$50	1	N/A
\$250	6	N/A
\$450	12	N/A
\$800	24	Spotlight Interview
\$1,250	30	Spotlight Interview 1 month side or bottom banner
\$1,750	30	Spotlight Interview 3 months side or bottom banner
\$2,250	36	Spotlight Interview 2 months leaderboard banner email newsletter insert (1-time send); Trial subscription, Preopening Restaurants Resource
\$3,000	36	Spotlight Interview 3 months leaderboard banner email newsletter insert (3-time send) Trial subscription, Preopening Restaurants Resource

2023

PRE **OPEN** ING
RESTAURANTS RESOURCE

Read More

Contact Database: Restaurant Owner and Operators

450+

Preopening restaurants identified each month

3.5

Average number of months leads are captured prior to opening

700k+

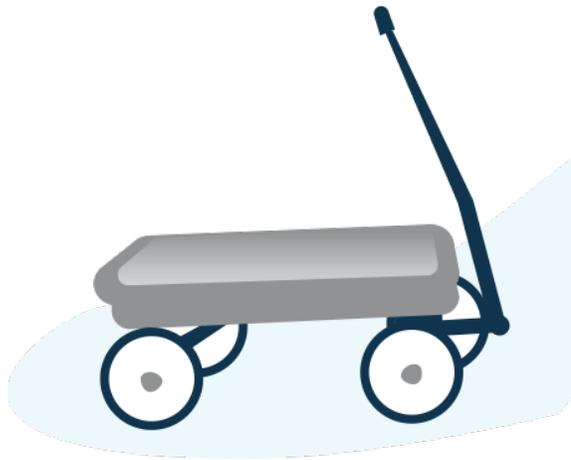
Up-to-date searchable records in database of existing restaurants

By providing early access to preopening restaurants — literally, months before their doors open for business — **Preopening Restaurants Resource** is an indispensable tool for every restaurant technology solution provider and other vendor in the food and beverage industry.

Preopening Restaurants Resource is a subscription service. Subscribers receive twice-a-week emails with password-protected PDFs of restaurants currently under construction or opening up and changing hands in any specified region in the United States — or nationwide.



INDUSTRY CONTACTS



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More Information



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To submit an article for publishing consideration, please [click here](#).



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