6TH BLACK SEA PORTS & SHIPPING 2017

SHERATON BATUMI HOTEL, GEORGIA
THURSDAY 18 AND FRIDAY 19 MAY 2017

HOSTED BY

ORGANISED BY

SUPPORTED BY

Special Offer: Conference Delegate Registration for Shipping Lines; Port Authorities And Terminal Operating Companies at only €795! Save €500!

FREE Conference Delegate Registration for Shippers/Beneficial Cargo Owners (BCOs)

KEY SPEAKERS.... PLUS MANY MORE!

1. Roy van Eijden
   Director Maritime Advisory, WSP Parsons Brinckerhoff, United Kingdom
2. Nisal Sooredoo
   Principal Consultant, Ocean Shipping Consultants, United Kingdom
3. Rati Devadze
   Deputy Head of Marketing of Freight SBU, JSC, Georgian Railway, Georgia
4. Giorgi Chugoshvili
   Head of Business Intelligence, Anaklia Development Consortium, Georgia
5. Kerem Kavrar
   Commercial Manager, Mersin International Port, Turkey
6. Alkan Alicik
   Managing Director, MSC Georgia LLC, Georgia
7. Luca Abatello
   Chairman Log@Sea – Circle, Italy
8. Julien Theys
   Business Development, Camco Technologies, Belgium
9. Marian Tanase
   Deputy General Manager, Constanta Port Administration, Compania Nationala Administratia Porturilor Maritime S.A. Constanta, Romania
10. Congix Han
    International Business Manager, Ceygroup, Turkey

HIGHLIGHTED TOPICS

- Enhancing competitiveness and exploring current opportunities in the Black Sea economy
- Trade outlook in the Black Sea and looking into increasing cargo traffic flow for ports
- Key benefits brought by the Union Customs Code for EU ports in the Black Sea to improve trade
- Maximizing financial and economic value through tailored Port PPP Structures
- Improving shipping operations in the region and identifying opportunities in domestic and international trade
- Applying best business practices in the markets of Central and Western Europe
- Automation, integration and interoperability along the supply chain: concrete opportunities of building terminal optimization and International Fast Trade Lanes
- Euro- Mediterranean trade: Infrastructures and innovation solutions for gateway ports
- Becoming a leading port operator in the East Mediterranean through continuous innovations
- Providing specific needs to clients in assuring highest quality levels

For more Information or to Register
Tel. + 60 87 426 022 Fax. + 60 87 426 223 Email: enquiries@transportevents.com Website: www.transportevents.com Follow us on: LinkedIn
16 December 2015

Dear Colleague,

6th Black Sea Ports and Shipping 2017 Exhibition and Conference
Batumi, Georgia
Wednesday 17 to Friday 19 May 2017

The 6th Black Sea Ports and Shipping 2017 will take place for the first time in Batumi, Georgia from Wednesday 17 to Friday 19 May 2017. This event is proud to be co-hosted by Batumi International Container Terminal LLC and Batumi Sea Port Limited.

A two days Conference Programme will feature 35 world-class conference speakers addressing topical issues and challenges covering global transportation and logistics attended by a gathering of more than 400 senior executive harbour masters, harbour engineers, port engineers, maintenance supervisors and procurement decision makers together with the region’s leading shippers, cargo owners, importers / exporters, shipping lines, freight forwarders, logistics companies, ports, terminal operating companies, railway operators, port equipment and services suppliers from countries throughout the Black Sea region.

There will be the commercial opportunity for 50 exhibitors and sponsors to network directly with the delegates at this major annual international maritime transport exhibition and conference.

We welcome you to our beautiful city of Batumi and our warm hospitality and to the biggest annual Container Ports and Terminal Operations event in the Black Sea region taking place for the first time in Georgia from Wednesday 17 to Friday 19 May 2017.

Yours sincerely,

NIKOLOZ GOGOLI
Managing Director
of Batumi International Container Terminal LLC

JANAT KUSSAINOV
Director
of Batumi Sea Port LTD
Companies wishing to maximise their profile at the 6th Black Sea Ports and Shipping 2017 Georgia Exhibition and Conference will benefit from international publicity offered by sponsorship. As an Official Sponsor, your latest full colour logo will be included as an Event Sponsor in the following:

- The official conference programme distributed worldwide
- All international event advertising, direct mail and public relations
- The official 6th Black Sea Ports and Shipping 2017 Georgia Exhibition and Conference website
- Sponsorship acknowledgement during the Opening Ceremony and by the conference moderator during the Conference
- The Welcome Arch at the main entrance to the Exhibition and Conference
- 3 Free of Charge Conference Delegate Registrations worth €3,995

**Event Name Tag Lanyards**

All event participants are given a name tag at registration. Attached to the name tag is a lanyard worn by all participants. Your company’s colour logo will be exclusively printed on the length of the lanyard in a highly visible format. Sponsorship is €6,695. This does not include nametag sponsorship.

**Event Name Tags**

All event participants are given an identification name tag. Your company’s colour logo will be exclusively printed in full colour across the front of all name tags distributed to every event participant throughout the event. Sponsorship is €6,695. This does not include lanyard sponsorship.

**Sponsored by**

**Event Website**

Have your latest colour logo exclusively on the event homepage linking all event website viewers directly to your website for more information on your company’s products and services. Sponsorship is €5,295.

**Business Matchmaking Brand Sponsorship Platform**

Business matchmaking is one of the most valuable and important benefits of event participation and enables delegates to prebook their schedule of business to business meetings with target registered attendees in advance for during the event. As a Business Matchmaking Brand Sponsor, your latest full colour corporate logo will be branded in a highly visible way online which is ideal for companies that wish to be associated with this IT platform. Sponsorship is €6,695.

**Brochure Distribution**

Have your latest corporate brochure distributed personally by our event staff at the Event Registration Desk. Cost for guaranteed brochure distribution to every conference participant is €3,995.

**Conference and Exhibition Directional Signage**

Have your company’s latest full colour logo exclusively branded across the front of all directional signage throughout the Exhibition and Conference. Sponsorship is €5,295.

**Company Banners**

Have 3 full-sized indoor banners positioned in high traffic areas i.e. in front of the Event Registration Desk, outside the Conference hall and inside the Exhibition area. Sponsorship is €3,995 per 3 banners.

**Technical Site Visit (TSV) Transportation Sponsorship**

The Technical Site Visit to leading local ports will be organised one (1) day before the event as part of the agenda for participating delegates. Sponsoring the TSV transportation is an excellent way of branding your company’s active participation in the local ports and terminal operations industry. The Sponsor is invited to say a few words of Welcome before the start of the TSV and have marketing materials and branding throughout the tour e.g. distribution of brochures on the bus, etc. Sponsorship is €5,295.

**Networking Welcome Reception – Wednesday 17 May 2017**

The Networking Welcome Reception is first of two main evening social functions. All participants enjoy the opportunity to network with fellow industry colleagues and friends during a relaxed sociable evening over food, drinks and local entertainment. The Sponsor is invited to say words of welcome during the function and have marketing materials and branding throughout the function. All arrangements with transport are made by the sponsor.

**Conference Sessions Sponsorship**

An excellent way of marketing your company is to present your latest corporate video to the conference delegates at the start of a topic related conference session. You are guaranteed of the full attention of this captive audience for up to 5 minutes plus an additional 5 minutes for a few words from the sponsor and time for questions and answers before the conference session commences. The cost of this commercial opportunity is €5,295 per Conference Session Sponsorship.

**Conference Delegates Refreshment Breaks**

During the event, refreshments will be served three times a day. Your company’s colour logo will be printed as a Main Sponsor in the conference brochure. Your company can exclusively display promotional banners and literature at the refreshment serving points throughout the day as well as being able to take advantage of the range of sponsorship benefits in the introduction. Exclusive sponsorship of each Conference Delegate Refreshment break is €5,295.

**Conference Delegates Lunches**

Your company’s colour logo will be displayed as a Main Sponsor in the conference brochure distributed worldwide. Your company has the opportunity to display promotional literature and posters in the delegates’ dining room as well as words of welcome before the start of the lunch. Exclusive lunch sponsorship per day is €6,695.

**Thursday 18 May 2017**

**Friday 19 May 2017**

**Networking Welcome Dinner – Thursday 18 May 2017**

The Networking Welcome Dinner is the social highlight of the event. All participants and spouses enjoy the opportunity to network with fellow industry colleagues and friends throughout a seated dinner with wonderful local food, drinks and entertainment. The Sponsor is invited to say a few words of welcome and have marketing materials and branding throughout the function. All arrangements with transport are made by the sponsor.

**Sponsored by**
EXHIBITION BOOTH PACKAGE

3 x 2 Square Metre booths Include:

- A Guaranteed Speaker Place in The Concurrent Conference Programme
- For Companies That Book a Minimum of 5 Exhibitions in a Calendar Year
- Professional Standard Shell Scheme
- 1 Exhibition Table
- 2 Exhibition Chairs
- Exhibition Booth Lighting
- Electrical Power Point
- Exhibition Booth Carpet
- Exhibitor Name Panel
- WiFi Broadband Internet Access
- 3 Free of Charge Conference Delegate Registrations
- The Rate Per Exhibition Booth Package Is €7,895
- There is a Registration And Administration Fee of €495
- There are Multiple Events Booking Discounts

Please Visit: www.transportevents.com

Follow us on:

CONFERENCE ROOM

MAIN ENTRANCE

CONFERENCE DELEGATES REFRESHMENTS AND LUNCH AREA

STAND ALLOCATION (updated on 16 / 05 / 2017)

26 Anaklia Development Consortium
27 Anaklia Development Consortium
1 Batumi International Container Terminal LLC
2 Batumi Sea Port Limited
46 Batumi State Maritime Academy
36 Bulgarian Ports Infrastructure Company
12 CAMCO Technologies
14 CAMCO Technologies
17 Department of Tourism and Resorts of Ajara
30 Department of Tourism and Resorts of Ajara
16 Gaussian Manugistique
41 Gaussian Manugistique
21 Georgian Railway
22 Georgian Railway
29 Houcon Cargo Systems B.V.
35 Houcon Cargo Systems B.V.
6 Hyster
42 Liebherr
24 Log@Sea (Circle – IB – Aitek Network)
29 MAFI Transport Systems
35 MAFI Transport Systems
38 Mersin International Port
9 Port of Constanta
17 Port of Constanta
43 RAM Spreaders
45 RAM Spreaders
40 Sibre Brakes
7 Stinis Holland B.V.
10 Stinis Holland B.V.
26 Van Oord Dredging and Marine Contractors
27 Van Oord Dredging and Marine Contractors

Please Visit: www.transportevents.com
Wednesday 17 May 2017

TECHNICAL SITE VISIT

8am  Delegates’ registration at the lobby of the Sheraton Batumi Hotel
9am  Departure from the Sheraton Batumi Hotel to Batumi Sea Port and Batumi International Container Terminal
9 15am  Arrival at Batumi Sea Port and Batumi International Container Terminal for registration and proceed to the passenger terminal
9 30am  A boat trip visit to Batumi Sea Port and Batumi International Container Terminal to visit all facilities. There will be a presentation about the port operations by senior representatives of Batumi International Container Terminal during the site visit (As the visit is by boat, we advise all participants to dress accordingly). Refreshments will be served.
11 30am  Departure from Batumi Sea Port and Batumi International Container Terminal back to Sheraton Batumi Hotel
11 45am  Arrival at Sheraton Batumi Hotel (approx.)

Thursday 18 May 2017

Opening Ceremony

8am  Conference delegate registration and refreshments served in the exhibition sponsored by LIEBHERR
9am  Organiser’s Remarks  Rory J. Doyle, Managing Director
Transport Events Management
Malaysia
9 05am  Opening Address  Hans-Ole Madsen, Senior Vice President for EMEA Region
International Container Terminal Services, Inc. (ICTSI)
United Arab Emirates
9 10am  Keynote Address  Zurab Pataradze, Chairman of the Government of Ajara Autonomous Republic
Georgia
9 20am  Welcome Address  Murat Jumaddilayev, Director General
Batumi Sea Port Limited
Georgia
9 25am  Welcome Address  Mamuka Akhaladze, Director of Maritime Transport Agency, Ministry of
Economy and Sustainable Development of Georgia
Georgia
9 30am  Exhibition opening ceremony and tour of the exhibition by the VIP group followed by delegates’ refreshments

SESSION 1  Sponsored by
Black Sea economy and trade focus for 2017 – Efficiently increasing cargo traffic for ports and developing a reliable Euro-Asian transportation system in improving regional economy

10 30am  Chairperson’s Opening Remarks  Marian Tanase, Deputy General Manager, Constanta Port Administration
Compania Nationala Administratia Porturilor Maritime S.A. Constanta
Romania
10 30am  Enhancing competitiveness and exploring current opportunities in the Black Sea economy  Ray van Eijsden, Director Maritime Advisory
WSP Parsons Brinckerhoff
United Kingdom
10 45am  Trade outlook in the Black Sea and looking into increasing cargo traffic flow for ports  Nichal Sooredoo, Principal Consultant
Ocean Shipping Consultants
United Kingdom
11am  Initiatives for creating growth in domestic and international trade to improve regional economy  Beko Nakaidze, Assistant to Director General
Batumi Seaport Limited
Georgia

11 15am  Promoting Georgia as the preferred transit corridor  Jacob Gulmann, Director, Europe, Middle East and Africa
International Container Terminal Services, Inc. (ICTSI)
United Arab Emirates
11 30am  The Civitas Portis Project  Teodor Patriachi, Counsellor to Chief Executive Officer, Constanta Port Administration
Compania Nationala Administratia Porturilor Maritime S.A. Constanta
Romania
11 45am  Connecting the hinterland, Smart integration of rail into supply chains  Christoph Schoppmann, Project Manager
HPC Hamburg Port Consulting GmbH
Germany
12pm  The role of shipping companies and ports of TRACECA countries in the development of the transport corridor Europe-Caucasus-Asia
Mihai Paliga, Legal and Institutional Expert
PS IGC TRACECA (Transport Corridor Europe, Caucasus, Asia)
Romania

SESSION 2  Sponsored by Anaklia
Utilizing natural geographic potential and facilitating economic growth through port infrastructure developments and discussing best practice in port infrastructure financing

12 15pm  Anaklia – Emerging gateway of East-West trade route  Giorgi Chogoshvili, Head of Business Intelligence
Anaklia Development Consortium
Georgia
12 30pm  Maximizing financial and economic value through tailored Port PPP structures  Reinout Polders, Senior Consultant
Maritime & Transport Business Solutions (MTBS)
The Netherlands

SESSION 3  Sponsored by
Loss Prevention - Managing risks and reducing accidents in operations

12 45pm  Reducing accidents within ports and terminals  Andrew Huxley, Regional Development Director
IT Club
United Kingdom
1pm  Questions and answers followed by conference delegates networking lunch

SESSION 4  Sponsored by
Improving regional container transportation and managing domestic and international trade demands through an integrated supply chain system

2pm  Understanding current shipping trends in the Black Sea in maximising customer satisfaction  Alkan Aliik, Managing Director
MSC Georgia LLC
Georgia
Friday 19 May 2017

8am  Conference delegate registration and refreshments served in the exhibition sponsored by

SESSION 6  Container handling technology innovations in reducing operation costs and improving productivity

9am  Chairperson’s Opening Remarks
Roy van Eijsden, Director Maritime Advisory
WSP Parsons Brinckerhoff
United Kingdom

9am  Automation, integration and interoperability along the supply chain: Concrete opportunities of building terminal optimization and International Fast Trade Lanes
Luca Abatello, Chairman
LogiGate — Circle
Italy

9 20am  Gate Management Systems: Increasing productivity, safety and security by Automation
Julien Theys, Business Development
Camco Technologies
Belgium

9 40am  Dust free bulk loading — Case studies that have adopted innovative system to stop dust pollution
Cameron Hay
RAM Spreaders
Australia

10am  Reducing total cost of ownership by using alternative power sources
Rainer Marian, Director Big Trucks, EMEA
Hyster-Yale
Germany

10 20am  Questions and answers followed by conference delegates’ refreshments served in the exhibition sponsored by

SESSION 7  Improving port operations and creating an efficient regional transport-transit hub in promoting healthy competition and improving regional economy (Part 1)

11 20am  Current situation and perspectives of Georgian railway corridor
Rati Devadze, Deputy Head of Marketing of Freight SBU, JSC
Georgian Railway
Georgia

11 40am  Port of Constanta — The bridge between Asia and Europe
Marian Tanase, Deputy General Manager, Constanta Port Administration
Compania Nationala Administratoria Porturilor Maritime S.A. Constanta
Romania

12pm  World class best port practices in adding value in the supply chain
Uygun Degirmenci, Port Director
Borusan Lojistik
Turkey

12 20pm  Questions and answers followed by conference delegates networking lunch

SESSION 8  Improving port operations and creating an efficient regional transport-transit hub in promoting healthy competition and improving regional economy (Part 2)

2pm  Becoming a leading port operator in the East Mediterranean through continuous innovations
Kerem Kavrar, Commercial Manager
Mersin International Port
Turkey

2 20pm  Constantza Port as a hub for cargoes from Far East to Center and Eastern Europe, through Scoep Terminal
Catalin Vecerdea, Container Terminal Operations Manager
SOCEP S.A Constanta
Romania

2 40pm  Impacts of regional conflicts on ports business
Cengiz Han, International Business Manager
Ceygroup
Turkey

3pm  Questions and answers followed by conference delegates refreshments served in the exhibition sponsored by
To Participate in the 6th Black Sea Ports and Shipping 2017 You Need to Register as a Conference Delegate or Exhibition Visitor

Conference Delegates Receive: Competitive Hotel Rates • Technical Site Visit • Business Matchmaking Service • Conference Refreshment Breaks And Lunches • Exhibition Access • Networking Welcome Dinner • All Conference Presentations • Official Colour Photographs From The Event

Exhibition Visitors Receive: Access to Exhibition Area Only

CONFERENCE DELEGATE REGISTRATION

Please Complete And Fax Back This Form or Register Online at www.transportevents.com Should You Wish to Register Multiple Conference Delegates, Please Copy This Form For Each Delegate And Fax to: +60 87 426 223 or Email to: alin@transportevents.com

Conference Delegates Registration

I Wish to Attend The Technical Site Visit on Wednesday 17 May 2017. Registration For The Site Visit Will Not be Accepted Without Receipt of a Black And White Copy of The ID Page of Your Passport or Local ID, Visa Copy if Available and Photo ID Proof/Company ID For Port Security Check In Advance. Please Email to: amir@transportevents.com

I Wish to Attend The Networking Welcome Dinner on Thursday 18 May 2017.

Name: ____________________________ Date: 22 / 05 / 2017

Job Title:

Company Name:

Address:

Tel:

Email:

Website:

What Best Describes Your Industry Sector? (Please Tick One)

- Port Authority/Terminal Operator
- Island Terminal Operator
- Stevedoring
- Dredging
- Surveying/Civil Engineering
- Classification Society/Registry
- Maritime Consultancy/Analysis
- Shipping/Line Company
- Banking/Shipping Services
- Marine Operation

I Acknowledge That I Have Read And Understand The Above Terms And Conditions.

Signature: ____________________________ Dated: ____________________________

COMPLETE AND RETURN YOUR REGISTRATION FORM TO:

Transport Events Management Limited
Tel: +60 87 426 022 Fax: +60 87 426 223 enquiries@transportevents.com

www.transportevents.com

INTERNATIONAL DELEGATE REGISTRATION

- On or Before Tuesday 18 April 2017: The ‘Early Bird’ Conference Delegate Registration is €1,195
  - Save €100! Special Offer - 3 Delegates For The Price of 2 in This Category! Save €1,195!
- From Wednesday 19 April 2017: The Regular Conference Delegate Registration is €1,195.
  - Special Offer - 3 Delegates For The Price of 2 in This Category! Save €1,195!
- Shipping Lines, Port Authorities And Terminal Operating Companies Conference Delegate Registration is €795. Business/Photo ID Is Required.
- Shippers/Beneficial Cargo Owners (BCOs) Conference Delegate Registration is Free of Charge. Apply by emailing alin@transportevents.com. Business/Photo ID is required.
- One Day Conference Delegate Registration is €795
- No Delegate Registration Will be Accepted Without Full Payment
- No Payment Will be Accepted by Bank Transfer Within 7 Days Of The Dates of The Event. In This Case, Payment Will Only be Accepted by Credit Card Online or in Cash On Site At The Event Registration Desk.
- Credit Card - Secure Online Registration And Payment at www.transportevents.com Follow The Instructions on Our Registration Page
- Telegraphic Transfer - Complete The Registration Details on This Page And Fax to +60 87 426 223 or Email to: alin@transportevents.com For TT Payment, You Must Supply Confirmation Of The TT From Your Bank With This Application. Transmitting Bank Charges Must be Paid By The Sender.
- I Have Transferred €1,295 / €1,195 / €795 (Circle Correct Amount) Per Delegate To Public Bank

* Bank Transfer to:
  - Account Name: Transport Events Management Limited
  - Account Number: 10 - 20228365 - 051
  - Beneficiary Bank: Public Bank (L) Ltd (Swift Code: PBLMMYKA)
  - Agent Bank: Deutsche Bank AG, Frankfurt (Swift Code: DEUTDEFF)
  - Please Quote Both Delegate And Company Name As Reference. Transmitting Bank Charges Must be Paid By The Sender.

LOCAL DELEGATE REGISTRATION

For Georgian Nationals, Citizens and Residents Only of Georgia, The Conference Delegate Registration is GEL1,700.

- On or Before Tuesday 18 April 2017: The ‘Early Bird’ Conference Delegate Registration is GEL1,400
- From Wednesday 19 April 2017: The Regular Conference Delegate Registration is GEL1,700
- Business / Photo ID is Required
- No Delegate Registration Will be Accepted Without Full Payment
- No Payment Will be Accepted by Bank Transfer Within 7 Days Of The Dates of The Event. In This Case, Payment Will Only be Accepted by Credit Card Online or in Cash On Site At The Event Registration Desk.
- Credit Card - Secure Online Registration And Payment Via Paypal at www.transportevents.com Follow The Instructions on Our Registration Page. The GEL Amount Will be Converted to EUR During The Transaction Process At The Prevailing Rate
- I Have Transferred GEL1,400 or €495 Per Delegate To Public Bank
- I Have Transferred GEL1,700 or €595 Per Delegate To Public Bank

- Bank Transfer to:
  - Account Name: Transport Events Management Limited
  - Account Number: 10 - 20228365 - 051
  - Beneficiary Bank: Public Bank (L) Ltd (Swift Code: PBLMMYKA)
  - Agent Bank: Deutsche Bank AG, Frankfurt (Swift Code: DEUTDEFF)
  - Please Fax a Copy Of The Bank Deposit Receipt With Your Registration Form to +60 87 426 223 or Email to: alin@transportevents.com

Electronic Deposits Must Be Made Directly To Public Bank.
Please Quote Both Delegate And Company Name As Reference. Transmitting Bank Charges Must be Paid By The Sender.

TERMS AND CONDITIONS

- No Delegate Registrations Will be Accepted Without Completing This Registration Form And Full Payment
- Upon Receipt Of Your Registration Form And Full Payment, a Set Of Delegate Information Documents Will Be Emailed To You Including Your Proforma Invoice And, If Required, A Letter Of Invitation For Entry Visa Application
- No Refunds Will Be Given However, Substitutions Can Be Made At Any Time
- Delegates Will Not Be Admitted Unless Payment Has Been Received In Full
- Flights, Airport Transfers And Accommodation Are Not Included In Your Delegate Registration Fee
- This Event Programme Is Subject To Change Without Notice. E&O.E

I Acknowledge That I Have Read And Understand The Above Terms And Conditions.

Signed:

Date:

EXHIBITION VISITORS ONLY

Registration to Visit The Trade Exhibition Is Free of Charge And Should Be Done During The Event On-Site At The Registration Desk

Display Opening Times are:

Thursday 18 May 2017 9am to 5pm
Friday 19 May 2017 9am to 3pm

OFFICIAL CARRIER

The Official Carrier is Qatar Airways. For Exclusive Special Rates For Registered Participants, Please visit www.qatarairways.com And Key In The Promo Code: TBSBSPS7 To Book Online. Discount up to 25% for flights to Tbilisi between 30 July 2016 to 19 May 2017. Travel Period From 7 May 2017 to 29 May 2017.

OFFICIAL HOTEL AND VENUE

The Official Hotel And Venue is Sheraton Batumi Hotel, Georgia. Exclusive Reduced Hotel Rates Will Be Made Available To All Registered Participants. Subject To Availability.

Sheraton Batumi Hotel
28 Rustaveli street
Batumi, Georgia 0600

Contact Person
Nino Margalitadze
Sales Manager, Sales And Marketing
Sheraton Hotels & Resorts
Tel: +995 422 22 90 00
Fax: +995 422 22 90 29/28
Email: nina.margalitadze@sheraton.com