



YOU ARE INVITED TO SPONSOR THE  
**WHERE TRAVELER® & IN NEW YORK**



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**583 PARK AVENUE**

*Monday, August 19, 2019 • 6:00 pm – 10:00 pm*

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**where** **IN** **NEW**  
TRAVELER **YORK**



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The annual Hotel Excellence Awards (HEA) brings together the top New York City hospitality professionals and influencers in a prestigious gala setting.

In conjunction with the New York City Association of Hotel Concierges (NYCAHC), the HEA is comprised of three awards categories:

- **Hotel Experience Awards:** best hotel experiences (staff/restaurant/family friendly/business/etc.) as voted on by our readers
- **Silver Plume Awards:** voted on by NYCAHC members to recognize the very best individuals in the hospitality industry
- **Lifetime Achievement Award:** recognizing long-term commitment and service to the New York tourism industry by an individual or organization

Sponsoring the Hotel Excellence Awards provides you with a unique marketing opportunity to showcase your business and to both support and reach this key audience of tourism influencers.

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# ANNOUNCING THE SILVER PLUME & HOTEL EXPERIENCE AWARD *Nominees*

## HOTEL EXPERIENCE AWARDS

NOMINATED HOTEL	AWARD
1 Hotel Brooklyn Bridge	Best Budget Friendly
1 Hotel Brooklyn Bridge	Best Concierge Service
1 Hotel Brooklyn Bridge	Best Family Friendly
1 Hotel Central Park	Best Budget Friendly
1 Hotel Central Park	Best Family Friendly
1 Hotel Central Park	Best Hotel Restaurant
Four Seasons	Best Concierge Service
Four Seasons	Best Luxury Hotel
Hotel 50 Bowery	Best Hotel Restaurant
Mandarin Oriental, New York	Best Hotel Amenities
Mandarin Oriental, New York	Best Luxury Hotel
New York Marriott Marquis	Best Business Service
New York Marriott Marquis	Best Family Friendly
The Benjamin	Best Budget Friendly
The Benjamin	Best Concierge Service
The Benjamin	Best Overall Hotel Experience
The Carlyle	Best Business Service
The Carlyle	Best Overall Hotel Experience
The Peninsula Hotel	Best Hotel Amenities
The Peninsula Hotel	Best Overall Hotel Experience
The Ritz-Carlton New York, Central Park	Best Hotel Restaurant
The St. Regis New York	Best Luxury Hotel
Trump International Hotel & Tower New York	Best Business Service
W New York - Times Square	Best Hotel Amenities

## SILVER PLUME AWARDS

NOMINATED HOTEL	AWARD	NOMINATED CONCIERGE
1 Hotel Central Park	Chef Concierge of the Year	Briana Davis
Crosby Street	Chef Concierge of the Year	Chris McCormack
JW Marriott Essex House	Concierge of the Year	David Rahner
Langham Place, New York	Chef Concierge of the Year	David Canas
Loews Regency Hotel	Best Supporting Manager	John Malbach
Mandarin Oriental, New York	Concierge of the Year	Sanam Skelly
Night Hotel Times Square	Concierge of the Year	Ana Jankovic
Park Hyatt New York	Best Supporting Manager	Peter Roth
St. Regis Hotel	Best Supporting Manager	Octavia Marginean
The Beekman, A Thompson Hôtel	Concierge of the Year	Jason Amerling
The Beekman, A Thompson Hôtel	Best Supporting Manager	Nick Hafer
The New York Hilton Midtown	Hotel Excellence Award for Community Service	Lek Kidkarndee
The Pierre, A Taj-Hotel, New York	Best Supporting Manager	Francois Luiggi
The Pierre, A Taj-Hotel, New York	Hotel Excellence Award for Community Service	Maurice Dancer
The Plaza Hotel	Chef Concierge of the Year	Raphael Pallais
The Ritz-Carlton New York, Central Park	Chef Concierge of the Year	Susanne Carter
The Ritz-Carlton New York, Central Park	Concierge of the Year	Daniel Perez
The Ritz-Carlton New York, Central Park	Best Supporting Manager	Winfred van Workum
Trump International Hotel & Tower	Hotel Excellence Award for Community Service	Loida Diaz





HOTEL EXCELLENCE AWARDS



# SPONSORSHIP OPPORTUNITIES

## *Gold Sponsor*

### **\$13,500 SPONSORSHIP**

- Four (4) tickets to attend the event
- Full-page advertisement in event program
- Premier logo exposure and sponsorship acknowledgment at the event
- Two ad upgrades or two free 1/3 page ads (in *WhereTraveler*® or *IN New York*)
- E-newsletter feature (Concierge and Consumer E-Newsletters)
- E-newsletter sponsorship banner ad (Concierge and Consumer E-Newsletters)

## *Silver Sponsor*

### **\$8,250 SPONSORSHIP**

- Four (4) tickets to attend the event
- Full-page advertisement in event program
- Premier logo exposure and sponsorship acknowledgment at the event
- One ad upgrade (in *WhereTraveler*® or *IN New York*)
- E-newsletter feature (Concierge and Consumer E-Newsletters)

## *Supporting Sponsor*

### **\$3,500 SPONSORSHIP**

- Two (2) tickets to attend the event
- Half-page advertisement in event program
- Select logo exposure at the Hotel Excellence Awards event

## *Program Ad Sponsor*

### **\$900 | \$1,600 SPONSORSHIP**

- Half page advertisement
- Full page advertisement

## *Additional Exclusive Sponsorship Opportunities:*

### **COCKTAIL HOUR SPONSOR**

### **PHOTO BOOTH SPONSOR**

If interested, please contact your sales representative for more information.

### **PREMIER LOGO EXPOSURE INCLUDES LOGO ON:**

3 Step & Repeats, Table Tops at Dinner, Logo appearing on the balcony encircling the dining room (GOBO) & Acknowledgment of your support in the program.

### **SELECT LOGO EXPOSURE INCLUDES:**

Table Tops, Logo appearing on the balcony encircling the dining room (GOBO) and Acknowledgment of your support in the program.

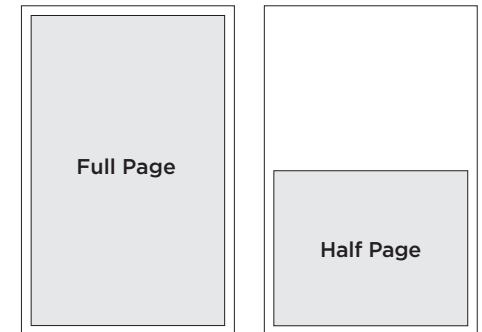


## ADVERTISING

### *Program Specifications*

Advertising in the elegant souvenir program for the Hotel Excellence Awards is an ideal way to heighten your visibility within the hospitality community and congratulate the honorees.

UNITS AVAILABLE	SIZE (W X H)	RATE
Full Page	4.75" x 7.75"	\$1,575
Half Page	4.75" x 3.8125"	\$900



Note: All ads are black-and-white and non-bleed. Please ensure that all final files are grayscale at 300 dpi. Please keep all live matter 1/4" from trim.

If needed, WhereTraveler® IN New York will produce your ad at no charge.

FINAL DEADLINE TO RESERVE SPACE IS **MONDAY, JULY 1ST, 2019.**

DEADLINE FOR AD CREATIVE IS **FRIDAY, JULY 12TH, 2019.**

Finished ads should be submitted electronically to your account representative.

## INTERESTED IN SPONSORING?

*Contact your account representative*

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