



## THE HOTEL EXCELLENCE AWARDS

MONDAY, JANUARY 31, 2011

Cipriani Wall Street

**THE HOTEL EXCELLENCE AWARDS (HEA)** is an elegant and unique opportunity to get your company's name in front of a key business audience—New York City's hospitality and travel professionals. MVP/NY's prestigious gala enables your business to:

- GAIN INCREASED EXPOSURE
- SUPPORT GREAT CAUSES
- BUILD REWARDING RELATIONSHIPS

This invitation-only black tie event combines the Hotel Experience Awards and the Silver Plume Awards—recognizing the best of the best in New York City's hospitality industry. The guest list to this annual event—the only industry-wide program sanctioned by the Hotel Association of New York City—is a “who's who” of New York's hotel and travel community, including General Managers, Concierges, Directors of Sales and Marketing, Directors of Food and Beverage, Event Sponsors, NYC Dignitaries and the Media, over 500 attendees in all.

A silent auction held throughout the night benefits Les Clefs d'Or Foundation, the NYC Association of Hotel Concierges Charitable Fund, the ITM Hospitality Fund and the Hotel Association of New York City, Inc. Scholarship Fund.

### MVP|NY

IN NEW YORK MAGAZINE  
WHERE® MAGAZINE NEW YORK  
WHERE GUESTBOOK® NEW YORK  
QG: NEW YORK CITY'S QUICKGUIDE  
IN NEW YORK MAP

### HOTEL EXPERIENCE AWARDS:

**The People's Choice** — The Hotel Experience Awards recognize leaders in the New York City hospitality community by allowing the most important audience—their guests—to identify those who excel.

*IN New York* readers vote for their favorite hotels using response cards bound into the magazine, or via the MVPNY.net website. Readers cast ballots in six categories covering hotels with 500 rooms or more and hotels with less than 500 rooms:

- Best Concierge Service
- Best Family-Friendly Hotel
- Best Room Amenities
- Best Business Services
- Best Hotel Restaurant
- Best Overall Hotel Experience

### SILVER PLUME AWARDS:

**Peer Recognition** — The Silver Plume Awards offer the hospitality community an opportunity to recognize exemplary service and performance by their peers. A nominating committee of past winners selects five nominees in each award category. Then, concierges vote to select the Silver Plume Award winners for:

- Best Chef Concierge
- Best Concierge
- Best Supporting General Manager

### LIFETIME ACHIEVEMENT AWARD:

**Industry Acknowledgment** — Each year an individual is recognized who epitomizes the principles and values promoted by HEA through exceptional achievement in their field and providing outstanding contributions to NYC's hotel and hospitality industry. Past recipients have included Raymond W. Kelly (Police Commissioner of the City of New York), Jonathan M. Tisch (CEO of Loews Hotels), Tom Lewis (President of Gray Line New York Sightseeing), Joseph E. Spinnato (President and CEO of the Hotel Association of New York City), and Cristyne Nicholas (former President of NYC & Company).

## HEA SPONSORSHIP REWARDS

### PROMOTIONAL BENEFITS:

Sponsors will receive the following, depending upon sponsorship level selected:

- Exclusivity, acknowledgement and gala event exposure
- Complimentary advertising support
- Gala event tickets
- Online exposure
- Mailing list rights
- Bonus multimedia exposure

### PROGRAM ADVERTISING:

Signify your support for the values and principles promoted by the Hotel Excellence Awards—and honor this year's Lifetime Achievement Award recipient—by advertising in the HEA Program:

- Half-page and full-page units available (See Program Advertising Specifications for rates and details)

### ADDITIONAL PROMOTIONAL EXPOSURE OPPORTUNITIES:

In addition to cash sponsorships, multiple opportunities exist to put your products or services in front of this influential audience:

- Product or service donations to the charitable Silent Auction (featuring laminated promotional counter cards with your logo)
- In-kind donations (beverages, entertainment, printing, etc.)
- Prize sponsorship for Special Raffles

## FOR MORE INFORMATION:

Contact your Account Manager or Merrie L. Davis, MVP/NY President/Publisher, at 212.716.2770