

**2008  
HOTEL  
EXCELLENCE  
AWARDS**

**HEA—  
Just weeks  
away!**

On February 2, 2009, the 2008 Hotel Excellence Awards (HEA) will take over the New York Marriott Marquis for a very special night combining both business and pleasure. The HEA incorporates the Hotel Experience Awards (honoring top hotels) and the Silver Plume Awards (honoring top hotel concierges and general managers)—giving you total access to the crème de la crème of New York’s influential hospitality industry. Jonathan M. Tisch, Chairman and CEO of Loews Hotels and Chairman of the Board and Member of the Office of President of Loews Corporation, will receive the venerated “Lifetime Achievement Award.”

MVP/NY’s premier annual gala—the most prestigious hospitality industry award, and the only one sanctioned by the Hotel Association of New York City—is your best opportunity to stand out in front of the most desirable crowd: concierges, hotel general managers, food and beverage executives, sales and marketing directors and event sponsors. The HEA is also your chance to support some crucial causes through a fun and exciting silent auction. Sponsors receive exposure throughout the evening with signage, program inclusion, tickets and even the opportunity to be an award presenter! Sponsorships are still available at different levels of commitment. Secure yours today—call your account manager or Christine Mularoni at 212.636.2716!

## NYC: A Magnet for Travelers

One of the reasons New York City is poised to remain the top travel-spending destination in the country *despite* a nationwide economic downturn is that the city draws some of the best-attended and most lucrative events and conventions. Here are a few of the early highlights in 2009:

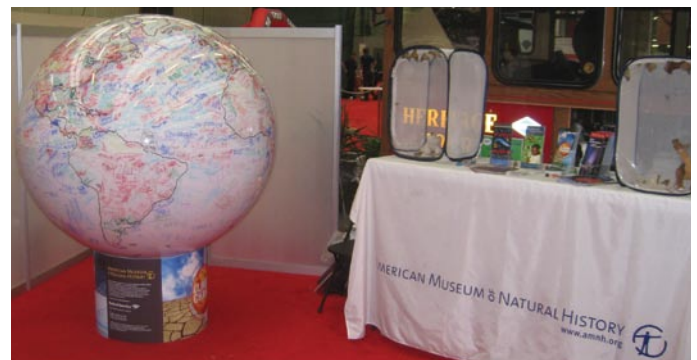
- **National Retail Federation—15,000 attendees** (Jan. 11-14)
- **International Motorcycles Show—25,000** (Jan. 16-18)
- **JA International Jewelry Show—15,000** (Jan. 18-20)
- **New York Home Textiles Week—4,500** (Jan. 23-29)
- **New York International Gift Fair—49,000** (Jan. 25-29)
- **New York Comic Con—15,000** (Feb. 6-8)
- **New York Times Travel Show—25,000** (Feb. 6-8)
- **American International Toy Fair—20,000** (Feb. 15-18)
- **International Restaurant & Foodservice Show—20,000** (Mar. 1-3)
- **Interphex Conference & Exhibition (Pharmaceutical)—15,000** (Mar. 17-19)
- **GLBT Expo—20,000** (Mar. 21-22)
- **Architectural Digest Home & Design Show—150,000** (Mar. 26-28)
- **International Vision Expo—15,000** (Mar. 27-29)



Of course, with a plethora of unique events that draw crowds of locals and visitors alike, the excitement never ends. Thousands take a bite out of the Big Apple’s finest eateries during **New York Restaurant Week** (Jan. 19–23 and Jan. 26–30). The **Chinese New Year** celebration (Jan 21–Feb 19) brings dancing dragons to the streets of Chinatown. On March 17, everyone is Irish for the day at the world-famous **St. Patrick’s Day Parade**... These are just a few of an endless list of large-scale events in the Capital of the World that are sure to keep travelers coming and spending.

## A TASTE OF PARTNERSHIPS

Nov. 7–9, MVP/NY clients had a wonderful bonus marketing opportunity for premium exposure when they exhibited their products and services at Tastings NYC, a three-day event showcasing the best in New York City dining, gourmet cooking and lifestyle that drew thousands of people to Pier 94. In addition to the partners pictured here, the event also featured Gray Line New York Sightseeing and Cockpit USA.



Bottom Left: Golfsmith; Top Right: ABC Carpet & Home; Bottom Right: American Museum of Natural History

## MVP/NY—We're in All the Right Places

MVP/NY's targeted distribution and circulation are always growing, and with it your exposure. Here are just a few prominent locations we've recently added:

- UK Trade & Investment British Consulate-General
- Renaissance Newark Airport Hotel (Elizabeth, NJ)
- Doral Arrowwood Resort (Rye Brook, NY)

To start getting your message out at these strategic locations, call your account manager or Christine Mularoni at 212.636.2716.

## HOT DATES

You don't want to miss these special upcoming issues:

### IN New York & Where New York

- February Cabaret/Comedy Issues close Dec. 22
- March Beauty Issues close Jan. 23
- April Spa Issues close Feb. 23

### QuickGuide New York Itineraries

March issue closes Jan. 9

### 2008 HEA Program

Reserve your space by early December!



## REACH THE RIGHT GLBT READERS

Take advantage of an exciting and exclusive new opportunity to target one of the most sophisticated and recession-resistant demographics—gay and lesbian New York City travelers and locals—in the March 2009 issues of *IN New York* and *Where New York*. Our beautiful gated advertorials will showcase your business to these highly desirable readers. For more information, call your account manager or Christine Mularoni at 212.636.2716.

## SPONSORSHIPS GALORE

As your strategic sales and marketing partner, MVP/NY is always on the lookout for new ways to get your message out in front of more and more of New York City's record numbers of travelers. From collateral distribution to product placement, we thought you might like to know what we have in store when you partner with us.

★ *There's still time to take advantage of these opportunities:*

- ★ **The New York Times Travel Show at the Jacob K. Javits Convention Center**  
FEBRUARY 6–8, 2009  
Showcasing top travel options, this popular event is the ideal way to reach thousands of travel consumers and industry professionals.

- ★ **Architectural Digest Home Design Show at Pier 94**  
MARCH 26–29, 2009 (publications only)  
Nearly 25,000 people with a shared passion for home design will be out in full force for this four-day event.

- ★ **The 16th Original GLBT Expo at the Jacob J. Javits Convention Center**  
MARCH 21–22, 2009  
The oldest business and entertainment event for the gay, lesbian, bisexual and transgender community is also the #1 GLBT expo in attendance, exhibitors, advertising and promotion.

- ★ **Grand Gourmet—The Flavor of Midtown at Grand Central Terminal's Vanderbilt Hall**  
MAY 7, 2009  
Grand Central Partnership's neighborhood restaurant showcase draws nearly 1,000 guests each year.

- ★ **Taste of TriBeCa**  
MAY 16, 2009  
This culinary festival brings together the rich flavors of the chic neighborhood's best restaurants.

- ★ **Taste of the Upper West Side**  
MAY 30, 2009  
Celebrating a renaissance in gourmet dining, this event puts the famous neighborhood's most celebrated chefs and their restaurants on display.

### ☆ Looking ahead:

- ☆ **GayFest**  
This month-long festival is the country's premier showcase of gay-themed plays. It's presented all over town.
- ☆ **Taste of Times Square (JUNE 2009)**  
One of New York's most popular outdoor food festivals, with dozens of participating eateries from "The Crossroads of the World."

To start taking advantage of this EXCLUSIVE VALUE-ADDED EXPOSURE, contact your account manager or Christine Mularoni at 212.636.2716.