



MONDAY, JANUARY 30, 2017  
Cipriani Wall Street

## HOTEL EXCELLENCE AWARDS OVERVIEW

**THE HOTEL EXCELLENCE AWARDS (HEA)** is a unique marketing opportunity to expose your company to a key business audience—New York City’s hospitality and travel professionals. This prestigious annual gala is hosted by Where® IN New York, in cooperation with the New York City Association of Hotel Concierges and the Hotel Association of New York City, Inc.

The HEA program, comprised of the **Hotel Experience** and **Silver Plume** awards, recognizes the very best in the New York City hospitality industry. That evening, Where® IN New York also bestows a **Lifetime Achievement Award** to an individual or organization that has supported efforts in the tourism and hospitality industries. The elite guest list to this invitation-only event is a “who’s who” of New York’s hotel and travel community, hosting more than 500 VIPs, including General Managers, Concierges, Directors of Sales and Marketing, Directors of Food and Beverage, and event sponsors. Throughout the evening, a silent auction is conducted to benefit Les Clefs d’Or Foundation, the New York City Association of Hotel Concierges (NYCAHC) Charitable Fund, the Hotel Association of New York City, Inc. Scholarship Fund, and Big Apple Greeter.

### HOTEL EXPERIENCE AWARDS:

**THE PEOPLE’S CHOICE** — Thousands of readers of *Where®* and *IN New York* magazines are invited to vote for exemplary hotels and their services, with voting taking place March 1 through October 31, 2015. Readers can vote online at [mvpny.net](http://mvpny.net), with two NEW Categories added\*. The eight award categories are:

- Best Luxury Hotel\*
- Best Budget-Friendly Hotel\*
- Best Concierge Service
- Best Family-Friendly Hotel
- Best Hotel Amenities
- Best Business Services
- Best Hotel Restaurant
- Best Overall Hotel Experience

### LIFETIME ACHIEVEMENT AWARD:

**INDUSTRY ACKNOWLEDGMENT** — Where® IN New York recognizes a person or organization who epitomizes the values promoted by HEA through both his or her exceptional career achievements and outstanding contributions made to enhance New York City’s hospitality industry.

### SILVER PLUME AWARDS:

**PEER RECOGNITION** — A nominating committee (made up of past Silver Plume Award winners & NYCAHC members) selects both concierges and managers who have raised the bar of excellence in their field. Five nominees in each award category are chosen. Then, the concierge community comes together to vote for:

- Chef Concierge of the Year
- Concierge of the Year
- Best Supporting Manager of the Year

### HOTEL EXCELLENCE AWARD FOR COMMUNITY SERVICE

Honors an esteemed member of the NYCAHC for outstanding donations of time, talent, charitable and/or philanthropic contributions to benefit the people of the City of New York.

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### HEA SPONSORSHIP OPPORTUNITIES AVAILABLE

See sponsorship page for additional details.

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### FOR MORE INFORMATION:

Contact your Account Manager or Adeline Tafuri Jurecka at 212.716.8560



[mvpny.net](http://mvpny.net) | 79 Madison Avenue, 8th Fl., New York, NY 10016 | P: 212.716.8560 | F: 212.636.2713

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## HEA SPONSORSHIP OPPORTUNITIES

### BRONZE ..... (\$7,500)

- Sponsorship Acknowledgment with Company Logo at Event
- Two Tickets to Gala
- Half-Page Ad in Event Program
- Sponsor Acknowledgment with Company Logo on HEA Web Sponsor Page
- Silent Auction Inclusion
- Two Tickets to Silver Plume Nomination Event
- One Ad Upgrade or One Free 1/6 Page Ad (in *Where*® and/or *IN New York*)
- E-Newsletter Editorial Coverage (Concierge and Consumer E-Newsletters)
- Mention on Concierge Connection Up-to-the-Minute Page

### SILVER ..... (\$12,500)

- Award Presentation Opportunity
- Four Tickets to Gala
- Sponsorship Acknowledgment with Company Logo at Event
- Half-Page Ad in Event Program
- Silent Auction Inclusion
- Two Tickets to Silver Plume Nomination Event
- Two Ad Upgrades or One Free 1/6 Page Ad (in *Where*® and/or *IN New York*)
- Listing on innewyork.com (6 months)
- Banner Ad on Concierge Connection Up-to-the-Minute Page
- Sponsor Acknowledgment with Company Logo on HEA Web Sponsor Page
- E-Newsletter Editorial Coverage (Concierge and Consumer E-Newsletters)

### GOLD ..... (\$20,000)

- “Red Carpet” Video Interview for Web Promotion
- Sponsorship Acknowledgment with Company Logo on Step & Repeat Banner
- Award Presentation Opportunity
- Sponsorship Acknowledgment with Company Logo at Event
- Four Tickets to Gala
- Full-Page Ad in Event Program
- Silent Auction Inclusion
- Two Tickets to Silver Plume Nomination Event
- Three Ad Upgrades or One Free 1/3 Page Ad (in *Where*® and/or *IN New York*)
- Sweepstakes Promotion on innewyork.com
- Listing on innewyork.com (6 months)
- Banner Ad on Concierge Connection Up-to-the-Minute Page
- Sponsor Acknowledgment with Company Logo on HEA Sponsor Page
- E-Newsletter Sponsorship Banner Ad (Concierge and Consumer E-Newsletters)
- E-Newsletter Editorial Coverage (Concierge and Consumer E-Newsletters)

**SEE REVERSE FOR MORE**

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**PLATINUM ..... (\$50,000)**

- Stand-Alone Promotional Table Display
- Category Exclusivity (for entire Sponsorship Level)
- “Red Carpet” Video Interview for Web Promotion
- Sponsorship Acknowledgment with Company Logo on Step & Repeat Banner
- Award Presentation Opportunity
- Sponsorship Acknowledgment with Company Logo at Event
- Six Tickets to Gala
- Full-Page Ad in Event Program
- Silent Auction Inclusion
- Four Tickets to Silver Plume Nomination Event
- Four Ad Upgrades or One Free Full-Page Ad (in *Where*<sup>®</sup> and/or *IN New York*)
- Dedicated Promotional Email Blast to Awards Attendees promoting your Brand
- Banner Ad on innewyork.com (2 months)
- Sweepstakes Promotion on innewyork.com
- Listing on innewyork.com and WhereTraveler.com for 12 months
- Banner Ad on Concierge Connection Up-to-the-Minute Page (2 months)
- Sponsor Acknowledgment with Company Logo on HEA Sponsor Page
- E-Newsletter Sponsorship (Concierge and Consumer E-Newsletters)
- E-Newsletter Editorial Coverage (Concierge and Consumer E-Newsletters)

**DIAMOND ..... (\$100,000)**

- Special Award in Sponsor’s Name
- Award Presentation Opportunity
- Stand-Alone Promotional Table Display
- Category Exclusivity (for entire Sponsorship Level)
- “Red Carpet” Video Interview for Web Promotion
- Sponsorship Acknowledgment with Company Logo on Step & Repeat Banner
- Sponsorship Acknowledgment with Company Logo at Event
- One Table for 10
- Full-Page Ad in Event Program
- Silent Auction Inclusion
- Four Tickets to Silver Plume Nomination Event
- Three Free Full-Page Color Ads (in *Where*<sup>®</sup> and/or *IN New York*)
- Dedicated Promotional Email Blast to Awards Attendees promoting your Brand
- Banner Ad on innewyork.com (3 months)
- Sweepstakes Promotion on innewyork.com
- Featured spotlight listing on innewyork.com and WhereTraveler.com (12 months)
- Sponsor Acknowledgment with Company Logo on HEA Sponsor Page
- Banner Ad on Concierge Connection Up-to-the-Minute Page (3 months)
- E-Newsletter Sponsorship (Concierge and Consumer E-Newsletters)
- E-Newsletter Editorial Coverage (Concierge and Consumer E-Newsletters)



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## PROGRAM ADVERTISING SPECIFICATIONS

### ADVERTISING:

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 our honorees.

Final deadline to reserve space is **Monday, November 14th, 2016.**

Deadline for ad creative is **Friday, November 18th, 2016.**

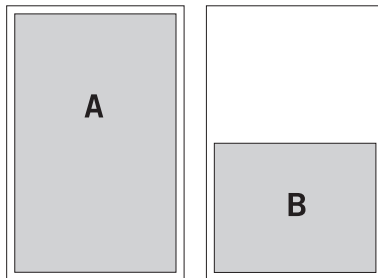
### NOTE:

All ads are black-and-white and non-bleed.

### FINISHED ADS SHOULD BE SUBMITTED ELECTRONICALLY TO:

Adeline Tafuri Jurecka  
Publisher  
adeline.tafuri@morris.com  
212.716.8560

**NOTE:** If needed, Where® IN New York will produce your ad at no charge.



UNITS AVAILABLE	SIZE (WxH)	RATE
A. Full Page:	5.25 x 8.25"	\$1,500
B. Half Page:	5.25 x 4.125"	850



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## SILENT AUCTION PARTICIPATION FORM

BUSINESS NAME: \_\_\_\_\_

AUTHORIZED CONTACT: \_\_\_\_\_ DATE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_

E-MAIL AND/OR WEBSITE: \_\_\_\_\_

SILENT AUCTION ITEM: \_\_\_\_\_

DESCRIPTION OF ITEM (for bid sheet): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

RETAIL VALUE OF ITEM: \_\_\_\_\_

COMPANY LOGO (for counter card):  SENDING

**SILENT AUCTION ITEMS SHOULD BE SENT TO:**

Where® IN New York  
79 Madison Avenue, 8th Floor  
New York, NY 10016  
Attn: Adeline Tafuri Jurecka

**FOR DETAILS OR QUESTIONS, PLEASE CONTACT:**

Adeline Tafuri Jurecka  
212.716.8560  
212.636.2713 (fax)  
adeline.tafuri@morris.com

**NOTE:** All silent auction items must be received in the IN New York & Where office prior to Monday, January 11, 2017.



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