

**MEDIA CONTACTS:**

Richard S. Kahn, (516) 594-4100

[R.Kahn@KTCpr.com](mailto:R.Kahn@KTCpr.com)

Taryn Schneider, (954) 525-1394

[Taryn@TarynSchneider.com](mailto:Taryn@TarynSchneider.com)

PRESS RELEASE #552

**EARLY ENTRY DEADLINE APPROACHES  
FOR HSMIAI'S 50<sup>th</sup> ANNUAL ADRIAN AWARDS**

*Enter by September 1 for Early Submission Savings in  
World's Largest Travel Marketing Competition*

MCLEAN, VA (Aug. 25, 2006) – Friday, Sept. 1 is the early entry deadline for submissions into the 50<sup>th</sup> Annual Adrian Awards. Entrants will save \$10 per entry by entering by Sept. 1. For the third consecutive year, the submission process takes place online at [www.adrianawards.com](http://www.adrianawards.com). The final deadline for any submissions is Sept. 15, 2006.

A program of the Hospitality Sales & Marketing Association International (HSMIAI), this worldwide competition, which celebrates its golden anniversary this year, honors the very best in advertising, public relations and web marketing in the hospitality, travel and tourism industries.

This prestigious program makes up the largest travel-related marketing competition of its kind, embracing every segment of the industry, including hotels, airlines, cruise lines, car rental companies, destinations, credit card companies and more. Last year's competition attracted over 1,200 entries from 36 countries.

“Celebrating 50 years of the best and the brightest in travel marketing, the Adrian Awards support the HSMIAI mission by serving as a shining example of what it means to be creative and innovative and deliver excellence,” states Robert A. Gilbert, CHME, CHA, president and CEO of HSMIAI.

“The online format has significantly simplified and streamlined the process, allowing companies and judges from all over the world an opportunity to participate,” states Melanie Penoyar, CAE, director of development and awards competition for HSMIAI. “The enthusiasm for the Adrian Awards is at an all-time high, and this year we ask the global travel and hospitality marketing community if they are really ‘A-List’ material, the theme of this year’s competition.”

Winners will be showcased on Jan. 29, 2007 at the New York Marriot Marquis during the 17<sup>th</sup> Annual Adrian Awards Gala, a multifaceted, black-tie networking extravaganza celebrating award-winning work, lifetime achievement, and the “Top 25 Most Extraordinary Minds in Sales and Marketing.”

For competition rules, submission guidelines, and answers to the most frequently answered questions, visit [www.adrianawards.com](http://www.adrianawards.com).

DEPARTURES Magazine, TravelCLICK and Yahoo! have partnered with HSMIAI as Benefactor partners for the 50<sup>th</sup> Adrian Awards. For more information, or to find out about sponsorship opportunities, contact Melanie Penoyar at 703-245-8037 or [mpenoyar@hsmiai.org](mailto:mpenoyar@hsmiai.org).

HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMIAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at eight annual events, including HSMIAI's Affordable Meetings®, and HSMIAI World Quest. Founded in 1927, HSMIAI is an individual membership organization comprising more than 7,000 members worldwide, with 36 chapters in the Americas region.

**For more information on HSMIAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024; fax (703) 610-9005, or visit the web site at [www.hsmiai.org](http://www.hsmiai.org).**

###