

Are You  List?

**CALL FOR MEDIA PARTNERS**

Want A-List recognition with travel marketers? Partner with HSMIAI on its 50th Annual Adrian Awards for a VIP, red-carpet pass to meet and greet travel marketing executives from around the world. To be part of this mega event, contact Melanie Penoyar at 703-245-8037 or [mpenoyar@hsmiai.org](mailto:mpenoyar@hsmiai.org).

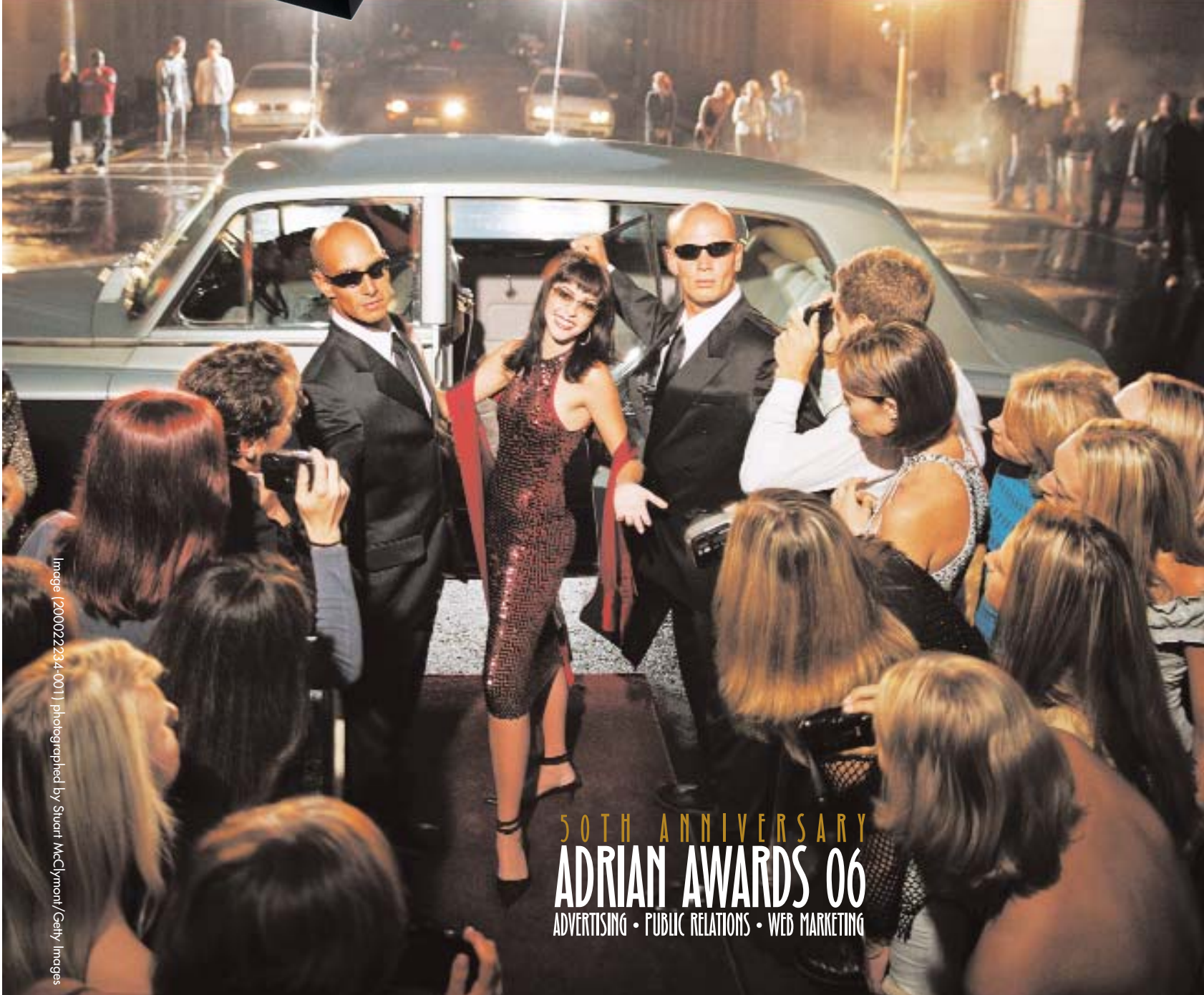


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50TH ANNIVERSARY  
**ADRIAN AWARDS 06**  
ADVERTISING • PUBLIC RELATIONS • WEB MARKETING

**DEPARTURES**  
MAGAZINE



**YAHOO!**

**HSMIAI**  
HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

## 2006 Adrian Awards Presented by HSMAI

The Adrian Awards honor creative brilliance and best practices in hospitality, travel, and tourism-related marketing. In its 50th year, the competition has evolved into the world's most renowned and prestigious advertising, public relations, and web marketing competition specifically tailored for the hospitality, travel, and tourism industries. In 2005, the competition attracted over 1,500 entries from 35 countries. The entry deadline for the 2006 competition is Friday, September 15, 2006. All entries should be submitted online at [www.adrianawards.com](http://www.adrianawards.com).

[adrianawards.com](http://adrianawards.com)

The Adrian Awards embrace every segment of the travel industry including hotels, airlines, cruise lines, car rental companies, destinations, credit card companies, and many more. It attracts the biggest names in the industry, with past winners including: Fairmont Hotels & Resorts, Cunard Line, Borgata Hotel Casino & Spa, Ritz-Carlton, South African Tourism, The Peninsula Hotels, Singapore Airlines, Las Vegas Convention & Visitors Authority, Holiday Inn Hotels & Resorts, JetBlue Airways, and Kalahari Waterpark Resort.

Created in 1957 by Adrian W. Phillips, CHME, the first instructor of hotel sales at Cornell University's School of Hotel Administration and former executive vice president and CEO of HSMAI, the competition garners tremendous respect. The coveted Platinum level awards are symbolized by the "A" statuette shown below.

All award winners will be honored at the Adrian Awards Gala on Monday, January 29, 2007. The Adrian Awards are presented by the Hospitality Sales & Marketing Association International (HSMAI), an international organization of sales and marketing professionals representing all segments of the hospitality, travel, and tourism industries.



## The Competition

## June-September

The competition is open to all hospitality, travel, and tourism-related industries. All entries in the competition are submitted online. Each entry contains a “Statement of Communication,” which outlines the marketing objectives, target audience, research and planning, message, results, and budget of the piece or campaign. Supporting materials are uploaded in electronic format for viewing by the judges.

## The Judging

## September-October

Entries are evaluated in five equally weighted categories: marketing objectives, creativity, quality, content, and results. Entries are not judged against other entries. Judges are asked to evaluate each entry based on its own merit and success with achieving its objectives as outlined by the entrant. At least three judges will review each entry. Judging scores are added cumulatively and an average score is determined for each submission. The collective tabulation process determines the outcome for each individual submission.

## The Judges

Members of the Adrian Awards Judging Team must maintain high levels of professional ethics to make the judging process creditable. The criteria for judges are as follows:

### Criteria for Judges

- Ten years of hospitality, travel, and tourism marketing or specific media experience in advertising, public relations, electronic media, publishing, travel writing, and destination or product marketing
- Aptitude for current trends in marketing
- Ability to be objective
- Capacity to hold to a commitment of confidentiality
- Desire to contribute to your profession
- Access to high-speed Internet service
- Integrity to not judge categories in which my firm or client has entered
- Commitment to judge at least 25 entries by September 30



## Adrian Awards Gala January 29, 2007



## Description

The Adrian Awards Gala is the pinnacle event for inspiration and best practices in sales and marketing for the hospitality industry. This multifaceted-event celebrates lifetime achievement, the "Top 25 Most Extraordinary Minds in Sales and Marketing," award-winning advertising, public relations, and web marketing, along with the teams that make it all happen. This black-tie networking extravaganza is the shining example of what it means to connect key constituents within the hospitality industry. It's where the who's who will come to see what's fresh and who's in.

## Audience

The Adrian Awards Gala draws an influential crowd comprised of individuals from corporate marketing and communications departments, general managers, presidents, vice presidents, and directors of sales and marketing, as well as experts from outside advertising and public relations, multi-media, and publishing companies. In 2006, 46% of attendees were senior executives from the travel industry representing 85 brands, and 17 CVBs. 54% of attendees were senior executives from advertising and/or public relations firms, media outlets, and key travel vendors. 800-1000 individuals attend this event annually.

## Dinner Reservations

Tables of 10 may be purchased at \$2,950 per table. For more information, visit [www.adrianawards.com](http://www.adrianawards.com) or call 703-610-0245.

Opportunities for positioning your company to this highly targeted and influential audience of industry executives and agencies can be accomplished through any combination of the following:

## The Adrian Awards Gala Partnership Opportunities

Company Recognition	Benefactor	Patron	Sponsor	Contributor
Presenter of Best of Show	<input type="checkbox"/>			
Table for 10	<input type="checkbox"/>			
Ad in Dinner Program	<input type="checkbox"/>	<input type="checkbox"/>		
Ad in Winter Marketing Review	<input type="checkbox"/>	<input type="checkbox"/>		
Logo in Dinner Program	<input type="checkbox"/>	<input type="checkbox"/>		
Dinner Multimedia show	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Post Event Press Release	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Travel Awards UPDATE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adrian Awards Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	\$25,000	\$10,000	\$5,000	\$1,000



## Limited to three partners HSMAl provides:

- The exclusive opportunity to present one Best of Show Award, on stage
- Logo recognition via the multimedia show at the Gala
- Logo recognition in the evening's program book
- Logo recognition on signage at the event
- Logo recognition on [www.adrianawards.com](http://www.adrianawards.com) website
- One complimentary full-page advertisement in the Dinner Program Book distributed to all attendees at the awards dinner
- One complimentary full-page advertisement in the Winter 2006 issue of the HSMAl Marketing Review that features the case studies of the platinum winners. This will be placed at each seat at the Awards Dinner in addition to our normal circulation of 6,000 members and industry professionals
- Included at this level only, a table for ten, located in a prominent location
- Post event recognition in national consumer and trade publications

## Benefactor - \$25,000



## Patron Partner - \$10,000

## HSMAI provides:

- Recognition at the 2006 Awards Dinner during the evening's program, in the evening's program book
- Logo recognition on signage at the event
- Logo recognition on [www.adrianawards.com](http://www.adrianawards.com) website
- One complimentary full-page advertisement in the Winter 2006 issue of the HSMAI Marketing Review that features the case studies of the platinum winners. This will be placed at each seat at the Awards Dinner in addition to our normal circulation of 6,000 members and industry professionals
- Post event recognition in national consumer and trade publications

## Sponsor - \$5,000

## HSMAI provides:

- Recognition at the 2006 Awards Dinner during the evening's program, in the evening's souvenir program book, and on signage at the event
- One complimentary full-page advertisement in the Dinner Program Book distributed to all attendees at the awards dinner
- Post event recognition in national consumer and trade publications



Contributor - \$1,000

HSMAI provides:

- Recognition at the 2006 Awards Dinner during the evening's program, in the evening's souvenir program book, and on signage at the event

Additional Sponsorship Opportunities:

- Opening Cocktail Reception - \$5000 plus cost of reception
- Take home "Goodie Bags" for all dinner participants - naming rights - \$5000
- "Goodie Bag" gift - \$1000 plus gift (800-1000 pieces)
- Evening coat check - \$1500
- Evening's music - \$ 2000 plus cost of musicians
- In-Kind Service



# 50th Adrian Awards Souvenir Program Book Advertising Reservation Form

Honor your team, a client, or an individual with style. To reserve you're A-List ad in the 50th Adrian Awards Gala Souvenir Program Book by Friday, November 17. A-List artwork is due no later than Friday, December 1, 2006.

AD CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

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

CITY/STATE/ZIP: \_\_\_\_\_

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

E-MAIL: \_\_\_\_\_

### Ad Options - All ads are black and white

\_\_\_\_\_ Inside Front Cover - \$2500

\_\_\_\_\_ Inside Back Cover - \$2500

\_\_\_\_\_ Outside Back Cover - \$2500

\_\_\_\_\_ Full Page - \$1000

\_\_\_\_\_ 2 Page Spread - \$1750

### Size Specifications

Full page 7.5"x10"

Trim Size: 8.5" x 11"

Live Area: 7.5" X 10"

Printing: Offset

Binding: Saddle Stitch

### File Specifications

Electronic files are required and must be mailed to HSMIAI on CD. Quark, Illustrator, Freehand, Adobe Photoshop, PDF, TIFF, EPS, or JPEG files are accepted. All files must be saved as CMYK. All images must be a minimum resolution of 300 dpi and all type/copy/line work must be a minimum resolution of 800 dpi. Files must be accompanied by the necessary graphics and font files. Proofs must accompany all electronic files.



**Send contracts, payments, and artwork no later than December 1, 2006 to:**

Melanie Penoyar/HSMIAI  
8201 Greensboro Drive, Suite 300  
McLean, VA 22102  
PH: 703-245-8037  
FX: 703.610-9005  
EM: mpenoyar@hsmiai.org





adrianawards.com

## 2006 Partners:

### Benefactors

DEPARTURES  
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