

hospitalitydesign summit

produced by *Hospitality Design* magazine.

FEBRUARY 29 - MARCH 2, 2012 | THE BREAKERS
PALM BEACH | FLORIDA

About Hospitality Design Leadership Summit...

Imagine two-and-a-half days of networking with your most valuable clients and prospects in one location, learning from luminaries outside our business about innovation and strategy on leadership, the environment, the economy, technology, creativity, and the future. This is Hospitality Design Leadership Summit, an invitation-only event now in its 12th year, which attracts top executives of the hospitality design industry for learning, networking, and relationship building with a “thought camp” environment of fresh inspiration. Summit provides you with a unique opportunity to connect with your A-list customers and prospects in a no-paper, no-product atmosphere that promotes stronger relationships and idea exchange. Sharing a common experience forms a unique bond. After all, people want to do business with people they know and trust.

Why Invest in HD Summit?

Reach top executives responsible for design and development in the hospitality industry. (Please see accompanying delegate roster.) Your sponsorship includes access for your top executives to all sessions, meals, networking events, and activities – learning alongside delegates and sharing the same experiences. With Hospitality Design magazine as host, we ensure the industry’s leading professionals are invited to attend.

Your best customers and prospects tell us that Hospitality Design Summit is an event they anticipate and rely on for intellectual stimulation, innovative ideas, and high-level networking.



Your investment spending is something we take seriously...

HD Summit is not about keeping up with hospitality; it is about staying ahead. As a sponsor, your investment spending with Hospitality Design is something we take very seriously. So seriously, in fact, that our annual full-frequency advertisers attend HD Summit free.

hdsummit.com

Sponsorship Investment Options

sign up for HD Summit before October 14, 2011 to lock in 2011 rates

Full-frequency Advertiser Complimentary Sponsor Benefits

10x full-frequency advertisers include:

- Two (2) sponsor registrations (executive level) to attend HD Summit 2012
- Two (2) VIP delegate nominations for Summit (deadline sensitive)
- Sponsor mention on conference promotions leading up to the event
- Onsite sponsor logo branding
- Corporate logo listing in the onsite conference program
- Brand recognition and link on Hospitality Design Leadership Summit Website
- Full access to the HD Summit Network, linking you to all HD Summit attendees
- Pre- and post-event delegate list

\$13,500 Sponsor Benefits*

[Two executives from your company attend]

(requires 3x full-page ad frequency or equivalent marketing expenditure with HD)

- Two (2) sponsor registrations (executive level) to attend HD Summit 2012
- Two (2) VIP delegate nominations for Summit (deadline sensitive)
- Sponsor mention on conference promotions leading up to the event
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- Brand recognition and link on Hospitality Design Leadership Summit Website
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- Pre- and post-event delegate list
- Full-page 4-color ad in July 2012 issue of Hospitality Design

*rate will increase to \$14,000 on October 15, 2011

\$10,500 Sponsor Benefits*

[One executive from your company attends]

(requires 3x full-page ad frequency or equivalent marketing expenditure with HD)

- One (1) sponsor registration (executive level) to attend HD Summit 2012
- One (1) VIP delegate nomination for Summit (deadline sensitive)
- Sponsor mention on conference promotions leading up to the event
- Onsite sponsor logo branding
- Corporate logo listing in the onsite conference program
- Brand recognition and link on Hospitality Design Leadership Summit Website
- Full access to the HD Summit Network, linking you to all HD Summit attendees
- Pre- and post-event delegate list
- Full-page 4-color ad in July 2012 issue of Hospitality Design

*rate will increase to \$11,000 on October 15, 2011

A la Carte Sponsorship Opportunities

Box Lunch - Thursday

Each box lunch distributed on Thursday will be branded with your company logo. Or for an upgraded charge, attendees see your logo on a sleek and re-usable attendee cooler bag.

**Investment: \$12,500 logo cooler, reusable
\$7,500 logo box**

Dinner - Thursday

Pair your company with a night to remember, and plenty of visibility. The evening's hosts receive custom wine labels on wine bottles at dinner tables, preferred seating (to create a table of 10 with your host executives), podium recognition, opportunity to make a welcome toast, logo branding throughout event, and customized signage. And we always try to add a few more signature touches along the way.

Investment: \$11,000 – 2 opportunities

Closing Lunch - Friday

Have the last words after a fabulous conference at Friday's lunch as you will have the chance to speak at the podium, incorporate your product into table centerpieces, and gain recognition through signage, program notes, and podium mention.

Investment: \$10,500

Books

Check back for the latest books from our keynote speakers. HD Summit delegates have asked time and again for books to be made available at HD Summit. What better and longer lasting impression could you make than the gift of knowledge?

**Investment: \$10,000 all attendees, 1 opportunity
\$5,000 delegates only, 1 opportunity**

Branded shuttle: PBI arrivals to The Breakers

What a relief! Finally, an airport transfer motor coach (nice bus!) for HD Summit attendees arriving at nearby PBI. No more rental cars, cab lines, fees, or fares. Your sponsorship of the exclusive transportation for HD Summit to The Breakers from PBI positions your company and brand as "getting it." You know that T&E is precious these days and you represent a little savings and a whole lot of courtesy to arriving Summiteers. The shuttle will run throughout the day on Wednesday, looping through PBI then taking the 15-minute ride to The Breakers. On Friday, you'll be returning Summiteers to PBI in a continuous loop following the closing lunch.

Investment: \$10,000-\$5,000

Keynote Underwriter

Want to align your brand with some of the greatest names in the business world? Sponsor one of our keynote speakers and be recognized from the podium, on signage, and in the HD Summit program guide for your sponsorship of executive-level learning from elite business minds.

Investment: \$10,000 – 2 opportunities

Opening Night Reception

Kick off HD Summit by welcoming all guests to your branded opening night reception. What a perfect opener for your brand with company signage and branded items at the Wednesday night opening reception, program guide mention, and a podium thank you on Thursday morning.

Investment: \$5,500 – 2 opportunities

Breakfast - Thursday

Wake up and smell the coffee! Everyone looks forward to HD Summit breakfast buffets, and your logo will be front and center upon their arrival first thing in the morning, and you will receive program and podium mention as well.

Investment: \$5,000

Breakfast - Friday

Start the last day off right by sponsoring Friday's breakfast and gaining brand recognition from all attendees. Your logo will be front and center upon their arrival first thing in the morning, and you will receive program and podium mention as well.

Investment: \$5,000

Eye Opener

What's an eye opener? At HD Summit it is always our first speaker of the day, one intended to pique your interest with a topic or an angle that is, well, eye-opening! Put your brand in the program notes and signage with this sponsorship, complete with podium recognition and on-screen logo.

Investment: \$5,000 – 2 opportunities

A la Carte Sponsorship Opportunities continued...

Tote Bag

Display your logo to attendees on this eco-friendly tote, distributed at registration. This is the "official" tote bag of HD Summit.

Investment: \$5,000* or \$1,500

*Rights fee only. Sponsor to provide 350 bags, artwork must be approved by HD Summit.

Bottled Water

Place your company logo front and center at each place during HD Summit; your logo wraps a design-centric bottle of refreshing water, distributed to all Summiteers during conference sessions and on breaks. Don't worry: we will recycle the bottles as they are disposed.

Investment: \$4,500

Lanyard/Badge Holder

Display your company logo for all delegates to see! After all, they will be wearing it every day. Your brand logo of choice will be featured on the HD Summit customized badge holder.

Investment: \$4,500

Sports Cap

What better souvenir (and sun protector!) for attendees than this stylish, embroidered white or stone-colored cap with HD Summit and your logo? Associate your company with a great experience!

Investment: \$4,500

Hotel Keycards

Talk about visibility! Every Summit guest will carry and utilize your branded, customized hotel room key. This is your chance at a new level of brand identity for HD Summit.

Investment: \$4,000

Break - Thursday

Coffee, tea, energy booster? Attendees will thank you for the stretch and refreshments when you sponsor the networking break on Thursday or Friday morning. Promote company awareness for a good cause--hungry, thirsty delegates! Gain recognition through signage and program mention.

Investment: \$3,500

Break - Friday

Break time is networking time! Showcase your brand and promote networking during the final refreshment break of HD Summit. You'll receive program and podium recognition, and break signage as well.

Investment: \$3,500

Welcome Refreshments at Registration

This is hospitality at its finest. Sponsor arrival beverages and Tropical Trail Mix at registration, and position your brand to greet road-weary attendees as they arrive at The Breakers for HD Summit. Be the first company HD Summit attendees see by placing your logo on refreshments at registration. A sure way to get recognized!

Investment: \$3,500

Hand Sanitizer

Be the exclusive sponsor of this handy gift, with your name and logo on a mini-bottle of customized hand sanitizer.

Investment: \$2,500

Platinum Circle Tea

Network with the industry's lifetime achievement honorees as you and the editorial staff of *Hospitality Design* magazine co-host the HD Summit Platinum Circle Tea. Use this opportunity for two company representatives to attend and participate in tea and programming for Platinum Circle members only (the only time they meet officially as a group). A memorable event, Platinum Circle Tea will be linked to your brand identity.

Investment: \$2,500 – 3 opportunities, category exclusive

Quick-Dry Towel

This is the towel that packs light and goes anywhere. Give your company a squeaky clean image by imprinting your logo on a 100% microfiber, super absorbent and lightweight bath towel, available in gray or white.

Investment: \$2,500

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A la Carte Sponsorship Opportunities continued...

Summit "After Hours" - Thursday

Karaoke? Fine wine spectacular? We have no rules when it comes to HD Summit's "after hours" party. Be the host with the most by putting your brand behind our night-owl get-togethers. Realize signage, logo elements, and podium and program recognition by sponsoring Summit "After Hours." We love the nightlife!

Investment: \$2,500 – 3 opportunities

Branded M&M's 1oz Candy Tube

Refresh attendees by displaying your logo on a sweet afternoon treat. Our 3"x1" customizable candy tube contains 1 oz. of milk chocolate M&M's in your choice of two colors. Choose from 21 colors in all. What a delicious way to promote your company!

Investment: \$2,000

Lip Balm

Let the sun shine down on attendees, but protect them at the same time! Place your logo on handy and portable lip balm and be seen!

Investment: \$2,000

Mint Tins

Be the name on everyone's lips as they partake of mints--on tins identified with your company logo. Tins will be distributed to all Summit attendees Thursday and Friday morning in the general session room. What a sweet way to ensure brand recognition for your company.

Investment: \$2,000

Newspaper

Rise and shine with the morning paper, thanks to you. Have delegates wake up to your company logo included on the morning newspaper dropped at each hotel guest room on Thursday AND Friday during HD Summit.

Investment: \$1,900

Custom Sportswear - The Breakers, Palm Beach

Align your brand and logo with the renowned Breakers by placement on customized resort wear.

Investment: \$1,500*

*Rights fee only. Sponsor will provide 350 of each item via order coordinated directly with The Breakers retail.

For more information...

Please contact Hospitality Design magazine by territory location:

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For program and event details, delegate nominations, and additional customized sponsorship opportunities please contact:

Elizabeth Grimsley

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2011 Delegate Roster

- Katherine Adams, Executive Vice President, The Carroll Adams Group
- Lucy Aiken-Johnson, Principal, ai3
- Andrew Alford, Owner/Principal, Dirty Lines Design
- Tonya Almallah, Director of Interior Design, DYAMI
- Sharon Arduini, COO, Canoe Hospitality
- David Ashen, President, d-ash design
- Carolyn Auger, Principal, blackdog studio
- Edmond Bakos, Principal, Rockwell Group
- Fernand Banna, Sr. PM Hospitality, SERA Architects
- Jerry Beale, Sr. VP Design, Wynn Design & Development
- Misha Bedner, Director of Marketing & Business Development, HBA/Hirsch Bedner Associates
- Alan Benjamin, President, Benjamin West
- Barbara Best-Santos, NW Hospitality Director, Gensler
- Viveca Bissonnette, Vice President / Design Principal, Hollander Design Group
- Mark Boekenheide, Sr. VP, Hotel Development, Related Companies
- Larry Bogdanow, Principal, Bogdanow Partners Architects, PC
- Steve Bolson, President, Partners Management Group
- Michael Booth, Principal, BAMO Inc.
- Shelley Bouck, Manager of Best Western Design Services, Best Western International
- Ave Bradley, Vice President of Design, Kimpton Hotels & Restaurants
- Julie Brinkerhoff-Jacobs, President / CFO, Lifescapes International, Inc.
- Sarah Broughton, Principal, Rowland+Broughton Architecture and Urban Design
- Gerry Brown, President, Gerry Brown & Associates
- Amy Burchette, Partner, Portfolio Associates
- David Bylund, Principal, AHL
- Joan Cardy, President, The Cardy Group
- Ted Carroll, President, The Carroll Adams Group
- Larry Carver, President, Carver & Associates, Inc.
- Gino Castaño, Principal, Gino Castaño LLC
- Raj Chandnani, Vice President, Strategy, WATG
- Becka Chester, Hospitality Design Specialist, Hospitality Design Specialist
- Andrew Chiu, DiLeonardo
- Glen Coben, President, Glen & Company
- Jill Cole, President, Cole Martinez Curtis and Associates
- Susan Cregg, Partner, SANDdesign*
- Stacey Crockett-Larsen, Managing Director, Wilson Associates
- Debra Cummings, Partner, SANDdesign*
- Meghann Day, Project Designer, HBA/Hirsch Bedner Associates
- Fernando de Moraes, Principal, Creative Resource Associates
- Sherry Decker, Vice-President, Design Directions International
- Anita Degen, Principal, Degen & Degen
- Kelly Deines, Design Principal, Rossetti
- Angela Denney, Vice President Interior Design, FRCH Design Worldwide
- Anthony DiGuseppe, President, DiGuseppe Architect
- Gary Dollens, Global Head, Franchise & Select Brands, Hyatt Hotels Corporation
- Graham Downes, Principal, Graham Downes Architecture
- Karrie Drinkhahn, Principal, Gettys
- Turner Duncan, Chairman, Design Duncan Miller Ullmann
- Vicki Elliott, Manager Capital Projects, Global Design Services, Hilton Worldwide
- Stacy Elliston, Principal, RDH Interests, Inc.
- Michael Everett, Senior Vice President, Lowe Hospitality Group
- Michael Ferguson, Senior Consultant - Design & Plan Review, IHG
- Peter Fillat, Principal, Peter Fillat Architects
- Whitney Fisher, Principal, The W Group
- Bryan Flaig, Business Development Manager, Graft
- James Flick, Partner, Flick Mars
- Deborah Forrest, Principal, ForrestPerkins
- Laura Frankenberg, President, buy/design, inc
- Brad Friedmutter, Founder & CEO, Friedmutter Group
- Mark Friesen, Principal, Beyer Brown & Associates
- David Fritz, Principal, Johnson David Interiors
- Stephen Galbreath, Vice President, RTKL Associates Inc
- TAG Galyean, Principal, TAG Studio
- Beatrice Girelli, Principal, Indidesign
- Amy Goldfine, Vice President of Design, ZMC HOTELS
- Gary Golla, Associate, SERA Architects
- Bruce Greenfield, Principal, Architects Orange
- Donald Griner, Sr. Director, Design & Innovation, Choice Hotels International
- John Hardy, President/CEO, The John Hardy Group
- Janet Harrington, Director Interior Design & Procurement, WPM Construction LLC
- Sean Hatch, President, Hatch Purchasing Corporation
- Lisa Haude, President, Paradigm Design Group
- Darlene Henke, President, Audit Logistics LLC
- Laura Herzog, Director of Purchasing, Wynn Design & Development
- Amelie Hicks, Designer, Richard McCormack Design
- Steve Higgins, CEO, Canoe Hospitality
- Roger Hill, CEO, Gettys
- Hydee Hirschmann, Principal, CRA
- Jeff Hollander, President, Hollander Design Group
- Robin Holt, Principal, Callison
- Ellen Homan, Director of Strategic Sourcing - FF&E, MGM Resorts International
- Erin Hoover, VP Global Brand Design, Starwood Hotels & Resorts
- Stanford Hughes, Principal, BraytonHughes Design Studios
- Deborah Hugueuly, Vice President, Marriott International
- Amy Hulbert, Director of Design, Best Western International
- Lisa Hunnicutt, Owner, Hunnicutt Design
- Farley Hunter, President, F.A.Hunter and Associates
- Ken Hurd, President, Kenneth E. Hurd & Associates, Inc.
- Thomas Ito, Principal, Gensler
- Amy Jakubowski, Partner, BBG-BBGM
- Heather Jim, Partner, Project 3 Sixty Inc.
- Jennifer Johanson, CEO, EDG Interior Architecture + Design
- Cindy Johnson, Principal, Johnson David Interiors
- Patrick Johnson, Principal, ai3, inc.
- Rebecca Jones, Principal, RD Jones & Associates, Inc.
- Helen Jorgensen, Vice President, Design & Procurement, Host Hotels & Resorts
- Pierre Josselin, Senior Designer, HBA Hirsch Bedner Associates
- Gerry Jue, Principal, BAMO
- Dana Kalczak, VP Design, Four Seasons Hotels and Resorts
- Carl Kernodle, Vice President Architecture & Design, Hyatt
- D.B. Kim, Associate Principal, Pierre-Yves Rochon Inc
- Ron Kollar, Chief Design Officer, Tishman Hotel Corp
- Heather Kovacs, COO, Kovacs and Associates
- Kajsa Krause, Principal, Krause+Sawyer
- Shirley LaFollette, President, Interior Design International, Inc.
- Kay Lang, President + CEO, Kay Lang + Associates
- William Langmade, President, Purchasing Management International
- Marilyn R. Lasecki, Senior Interior Design Manager, The Ritz-Carlton Hotel Company
- Barbara Lazaroff, Pres./Owner & Co-Founder-Partner & Board Director, Imaginings Design & Spago/Chinois/CUT Restaurants & Wolfgang Puck Worldwide

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- John Leach, World Traveler, JPL
- Michelle Lee, Dir of Design-Hilton Brand Devel, Hilton Worldwide
- Laurence Lee, President, Laurence Lee Associates
- Todd Lenahan, Principal, ABA Design Studio
- Tim Levin, Corp VP - Architecture & Design, Marriott Vacation Club
- Alejandra Lillo, Partner & CEO, Graft Inc.
- Neil Locke, Principal, Neil Locke & Associates
- Carl Long, Vice President, Purchasing Management International
- Jim Looney, President, Looney & Associates
- Vito Lotta, Senior Director of Design - Doubletree Brand, Hilton Worldwide
- Jamie Lowe, Vice President, Strategic Alliance, Target Commercial Interiors
- Brent Lynch, Principal, Executive VP, HFS Concepts 4
- Matthew Mars, Partner, Flick Mars, LP
- Lisa McClung, Owner, INT IIC
- Rick McCormack, President, Richard McCormack Design
- Buddy McDowell, President, Design Directions International
- Meg McFarland, Principal, Design 360 Unlimited
- Laura McKoy, Director of Interior Design, Omni Hotels & Resorts
- Margaret McMahon, Managing Director, Wilson Associates
- Michael Miller, Vice President Architecture & Design, Hyatt
- Kimberley Miller, CEO, Design Duncan Miller Ullmann
- Cynthia Milow, Executive Vice President, Purchasing Management Int'l LP
- Julia Monk, Partner, BBG-BBGM
- Ricardo Moreno, Senior Designer, KNA Design
- David Moulton, Principal, BAMO
- Archana Myer, Senior Designer, Hirsch Bedner Associates
- Lori Neal, Principal, Diamond Interiors LA
- Nancy Nee, Sr. Director Strategic Sourcing, Hilton Worldwide
- Jonathan Nehmer, President, Jonathan Nehmer + Associates
- Dan Nelson, President, Vision Design Inc.
- Cheryl Neumann, COO, Wilson Associates
- John Nicolls, Sr. Director Development, Metropolitan Pier & Expo Authority
- Barry Nidiffer, Sr. Vice President - Development Management, Chartres Lodging Group, LLC
- Pam Niemann, Principal, Niemann Interiors
- Casey Noble, Principal Designer, Avenue Interior Design
- Benjamin O'Connor, President, HPG International, LLC
- Patrick O'Hare, Vice President Business Development, EDG Interior Architecture + Design
- Molly O'Keefe, Director of Development, DiLeonardo
- David Oswald, Sr. Director of Design Luxury & Lifestyle Brands, Hilton Worldwide
- Tara Oxley, Design Director, BR Guest Hospitality
- Joe Pahl, Architect, Pahl Architecture
- Mitchell Parker, Partner, The Parker Company
- Douglas Parker, President & CEO, The Parker Company
- Richard Penner, Professor, Cornell University
- Teresa Phillips, Principal, TPHD, LLC
- David Pickus, Director Marketing/ Business Development, PWI Construction
- Judy Pines, Director, Strategic Sourcing - Softgoods, Hilton Worldwide
- Micah Pittman, CEO, Hydra Hospitality
- Robert Polacek, Chief Creative Officer, Puccini Group
- Trisha Poole, President, Design Poole Inc.
- Lisa Pope Westerman, Design Director, Gensler
- Susan Prann, Creative Director, HFS Concepts 4
- Mark Pratt, Senior Vice President, VOA Associates
- Bob Puccini, CEO, Puccini Group
- Jennifer Ramsey, President, Ramsey Purchasing
- Lisa Rapp, Principal, Architects Hawaii, Ltd.
- Peter Reardon, VP of Purchasing & Procurement, White Lodging Services
- Frederick Robertus, Senior Designer, DiLeonardo
- Lisa Robinson, Interior Design, Hatchett Hospitality
- Chris Robinson, Vice President Sales & Purchasing, Hatchett Hospitality
- Bill Rooney, President, Bill Rooney Studio, Inc.
- Carl Ross, President, Design Group Carl Ross inc
- Dolly Ross, Chief Operating Officer, Design Group Carl Ross inc
- Michael Russell, Co President, Planning, Design & Application, Inc.
- Med Rutherford, Senior Designer, Champalimaud
- Gus Sarff, President, GS Associates, Inc.
- Tracey Sawyer, Principal, Krause + Sawyer
- George Scammell, Vice President Global Design, Wyndham Worldwide
- Darrell Schmitt, Principal, Darrell Schmitt Design Associates, Inc.
- David Schultz, President, DAS Architects
- Deidre Schwartz, Director | Design & Development, American Hotel Register
- Michael Seyle, President + CEO, WATG
- Andrea Sheehan, President, Dawson Design Associates Inc.
- David Shulman, Principal, Project Dynamics, Inc.
- Dean Singer, Principal, DESIGN 360 Unlimited
- Devon Smith, Principal, Devon Smith Design Studio
- William Smith, President - Development Management Services, MGM Hospitality
- Cass Smith, Principal, CCS Architecture
- Tim Smith, Managing Partner, Indidesign
- Craig Smith, AIA, Principal, Portfolio Associates
- Linda Snyder, president, Linda Snyder Associates, Inc.
- Jennifer Starck, Strategic Account Manager, Benjamin West
- Jeanne Starling, Director of Interior Design, MGM Resorts International
- Martin Stringfellow, President, Martin Stringfellow Associates
- Karen Struck, Co President, Planning Design & Application
- Mike Suomi, Principal, Stonehill & Taylor
- David Sussman, SVP Hotel Development and Design, Kimpton Hotels
- Tricia Tay, Senior Designer/Project Manager, Wilson Associates
- Roger Thomas, Executive Vice President Design, Wynn Design
- Billie Thorne, Principal, CMMI
- Bill Tom, Vice President Architecture and Construction, Delta Hotels and Resorts
- Thomas Trout, Vice President Architecture, Carlson Hotels
- Randa Tukan, Vice President, Hospitality, HOK
- Clifford Tuttle, Senior Vice President, ForrestPerkins
- Teri Urovsky, VP- Interior Design, Marriott International
- Jillian Van Dresser, Principal, Van Dresser Company
- Therese Virserius, Owner, Therese Virserius design
- Bruno Viterbo, Managing Director, Champalimaud
- Marjorie Waldman, President, The Stroud Group
- John Walters, V.P. Arch. & Const., Latin America & The Caribbean, Hilton Worldwide
- Daniel Welborn, Principal, Gettys
- Elisa Whaler, President, Bray Whaler, International
- Christopher Wheeler, Director, Architecture & Construction, Starwood Hotels & Resorts
- Dana Wight, Principal, Hospitality PM, Inc.
- John Wilder, Director of Development, three Architecture
- Glenn Wilson, Vice President, International Interior Design, Marriott International
- Brenda Wulff, Director Product Design & Innovation, Choice Hotels International

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