

Join us for three days of BIG THINKING

2015 **NEWH** LEADERSHIP CONFERENCE IN DALLAS
Product showcase Thursday 12–6pm
Conference sessions Friday/Saturday



BIG TOPICS

- Brand Trends
- Industry Outlook
- Entrepreneurial Success Stories
- Design Inspiration
- Product Innovation

NEWH The Hospitality Industry Network, the not-for-profit business networking and education organization in hospitality, will host its biennial **NEWH Leadership Conference and Product Showcase in Dallas, TX January 22–24**, at The Fairmont/Dallas.

Investors and forecasters agree: the future for the hospitality industry is bright. An industry this big — calls for big thinking — and even bigger results. As part of our long-standing commitment to education, NEWH is proud to present the 2015 Leadership Conference, the industry's event dedicated to providing you with the tools, insights, and resources you need to take your company and career to the next level. The NEWH Leadership Conference focuses on topics that benefit all professional levels and segments of the industry from the US, Canada, and the UK. Attendees represent corporate brand executives, developers, hospitality service professions including architecture, interior design, purchasing, supply, contract manufacturing, development, and logistics, plus hotel and restaurant management.

Beginning January 22nd, the **NEWH Leadership Conference** kicks off with the **Dallas Product Showcase**. The following two days are filled with inspirational speakers, immersive panel discussions, an owners' roundtable session and strategic networking events. The Conference closes with Dallas360, an evening reception honoring NEWH Award of Excellence recipients, those individuals who have made significant contributions to the industry.

INFLUENTIAL PEOPLE



Keynote speaker:

JEFFREY BEERS —
Founder and CEO of New York-based Jeffrey Beers International

Beers has put his signature artistic detailed touch on hundreds of projects throughout his illustrious career—from the Cove at the Atlantis in the Bahams to various spaces in Miami to New York.



Keynote speaker:

SCOTT GERBER —
The nightlife and restaurant veteran will discuss how he chooses design partners, how design can impact the overall guest experience, how he and his company constantly reinvent and innovate to meet the demands of hotel guests as a third party operator, and how to successfully transition venues from day to night.

SUPPORTING EDUCATION AND STRENGTHENING THE HOSPITALITY INDUSTRY THROUGH SCHOLARSHIP



NEWH has awarded over \$3.5 million in scholarships to date. NEWH, Inc. and its chapters provide scholarship dollars for eligible students wishing to enter the Hospitality Industry.

At the Scholar's Luncheon we will honor some of these award winning students during lunch. We will also be presenting our NEWH Award of Excellence.

EVENT SCHEDULE

THURSDAY, January 22

12:00 – 6:00pm **Dallas Product Showcase** featuring 150 exhibitors +10 Curated Innovation Booths

6:00 – 8:00pm **Welcome Reception/Kickoff Party—**
INNOVATIONS Introducing MEET YOUR MATCH
 IN WALLCOVERING Networking, Venetian Room

7:30 – 10:00pm **President’s Dinner** — 30 owners and 30 design executives dine at the Salum Restaurant, providing intimate networking with leading hospitality professionals.
Not included in conference pass

HMG HOSPITALITY MEDIA GROUP LLC
P|M|I



12:30– 2:30 pm **Scholarship Luncheon** with guest speaker Lori Stohs, Lori Stohs Consulting—*Harnessing and Capitalizing on your Strengths*. Lori will speak to the benefits of identifying your strengths to create sustainable change with positive, measurable results. International Ballroom

2:30 – 3:30pm **Break**

3:30 – 5:00pm **Hospitality Design/NEWH Owners’ Roundtable** —Facilitated by Hospitality Design (HD), this forum will include professionals from leading hospitality companies. Hear these executives share positive news for the hospitality industry and tips on how to win jobs with their companies! Regency Ballroom

5:30 – 6:30pm **VIP Cocktail Reception**— Featured sponsors will enjoy exclusive networking with executives and design, architecture and purchasing professionals only. This is the opportunity for intimate conversations with key industry professionals. Nasher Art Gallery, 2001 Flora St, Dallas, TX 7520

6:30 – 8:30pm **Reception/Cocktail Mixer**—Network with friends and colleagues in our industry. Open cocktail hour for all conference attendees. Cash bar. Nasher Art Gallery, 2001 Flora St, Dallas, TX 75201

“A Night on the Town” — See what Dallas has to offer and have a night on your own! Visit our website for ideas and information on what to do while you are in Dallas. newh.org/2015-leadership-conference/happenings/

* Programs, speakers and topics are subject to change.

FRIDAY, January 23

8:00 – 8:45am **Continental Breakfast** in the Foyer

8:45 – 9:00am **Welcome** — Trisha Poole, President, NEWH

Keynote Address

9:00 – 10:00am **Jeffrey Beers** — Founder & CEO of Jeffrey Beers International. Regency Ballroom



General Sessions

10:15 – 11:15 am **Luxury Brands** — Glenn Hausmann of Hotel Interactive moderates a panel of luxury brand owners/operators and designers that talk about how they will continue to differentiate the luxury brands and maintain loyalty in the market. Regency Ballroom

11:15 – 12:15pm **Industry Update** — Jones Lang LaSalle presents a quick review of the industry and a panel of hospitality representatives from different areas will comment on what they are seeing in the marketplace. Regency Ballroom



SATURDAY, January 24

8:00 – 8:45am **Continental Breakfast** in the Foyer

8:45 – 9:00am **Innovation Acknowledgements and Award of Excellence** awarded

Keynote Address

9:00 – 10:00am **Scott Gerber** — Principal and CEO of the Gerber Group will discuss how he chooses design partners, how design can impact the overall guest experience, how he and his company constantly reinvent and innovate to meet the demands of hotel guests.
Regency Ballroom

General Sessions

10:15 – 11:15am **Culinary Excellence** — A panel of chefs and designers share their passion for food and design and how the “fusion” of their expertise brings BIG results to their business!
Regency Ballroom



11:15 – 12:15pm **Cinderella to CEO Panel Discussion** — How Leaders Cultivate Supporters During the Tough Times, Collaborate with Others to Succeed and Why They Care about the lessons found in Fairy Tales. Regency Ballroom

12:15 – 1:30pm **Lunch Buffet.** International Ballroom

1:30 – 2:30pm **Finding the Best Talent** — A panel of high profile hospitality professionals from different segments of the industry will lead an interactive discussion on how they are finding talent that meets their quality standards. They will share the secrets of what it takes to win a job with their companies. Regency Ballroom

2:30 – 3:30pm **Cool, Hip Brands** — Limited service is not limited on creativity! The big brands will share their vision for delivering a unique guest experience that appeals to a big demographic.
Regency Ballroom



3:30 – 4:00pm **Closing remarks** — Leigh Mitchell

4:00 – 6:00pm **Break**

6:00 – 9:00pm **Closing Event—Dallas 360***—Enjoy an open bar and hors d'oeuvres atop the iconic Reunion Tower. Prizes to be awarded for the #NEWHMYM (Meet your Match) contest.
Business casual dress acceptable.
** Not included in conference pass; tickets available for purchase.*

DID YOU KNOW?

You can sign up and pay for your sponsorship ONLINE or on your SmartPhone! Go to NEWH.org. — click on Events > Leadership

Images from the 2013 NEWH Leadership Conference in San Francisco, CA



Chip Conley, Founder, Joie de Vivre Hotels,
Keynote speaker



Roger Thomas, Executive Vice President Design,
Wynn Design and Development,
Keynote speaker



Informative, Industry-focused Panel Sessions



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FOR MORE INFORMATION: Jena Seibel, NEWH, Inc. | fax: 800.693.6394
email: leadership.conference@newh.org | Questions, call: 800.593.6394



2015 Leadership Conference Sponsorship

Name: _____

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- SATURDAY KEYNOTE** \$10,000 (1 available)
- VIP RECEPTION** \$10,000 (3 available)
- SCHOLARS LUNCHEON** \$ 7,000 (2 available)
- MAVERICK (SESSION)** \$ 5,000 (8 available)
- STREAMING SPONSOR**..... \$ 2,500 (8 available)
- INTERVIEW SPONSOR** \$ 4,000 (3 available)
- DALLAS 360** \$ 5,000 (5 available)
- LONESTAR** \$ 2,500 (5 available)
- LONGHORN** \$ 1,500 (5 available)
- BLUEBONNET** \$ 750 (5 available)
- FRIENDS OF NEWH** \$ 350 (10 available)

I, the undersigned, authorize NEWH, Inc. to use the above company name, logo, and photos on documents, signage, and advertisements related to the "Dream Big Become Bigger" NEWH 2015 Leadership Conference event and other NEWH promotion. I also understand that by signing this form, I agree to ensure the payment for the event listed above will be made. Payment for sponsorship: 50% due with signed Agreement and final 50% due January 1, 2015. I understand that failure to submit payment as outlined will result in the company's name being excluded from event material.

 SPONSOR REPRESENTATIVE NAME (PRINTED)

 SPONSOR REPRESENTATIVE (SIGNATURE/DATE)

Submission of Materials: Please submit logo in EPS/vector format to leadership.conference@newh.org upon signing this agreement for use in event marketing materials.

Entire Agreement: This Agreement and any exhibits (prospective-future action) and attachments are the complete agreement between the parties with respect to the subject matter hereof, superseding and replacing any and all prior agreements, communications, and understandings, both written and oral, regarding such subject matter. Pricing will be governed by NEWH, Inc., whether printed on paper or electronically. The Terms and Conditions of this Agreement will prevail over any contrary or inconsistent terms. This Agreement may only be modified, or any rights under it waived, by a written document executed by both parties.

Conference Sponsorship Levels and Benefits

	PRESIDENT'S DINNER \$30,000 1 AVAILABLE	OWNERS' ROUNDTABLE \$15,000 3 AVAILABLE	KICK-OFF KEYNOTE \$15,000 1 AVAILABLE	SATURDAY KEYNOTE \$10,000 1 AVAILABLE	VIP RECEPTION \$10,000 3 AVAILABLE	SCHOLARS LUNCHEON \$7000 2 AVAILABLE	MAVERICK (SESSION) \$5000 8 AVAILABLE	STREAMING SPONSOR \$2500 8 AVAILABLE	INTERVIEW SPONSOR \$4000 3 AVAILABLE	DALLAS 360 \$5000 5 AVAILABLE
CONFERENCE PASSES (\$395 VALUE)	8	8	8	5	5	3	2	1	2	2
SPONSOR BANNER	YES	YES	YES	YES	YES	YES	YES		YES	YES
STAGE BACKDROP	YES	YES	YES	YES	YES	YES	YES		YES	YES
SESSION SIGNAGE	YES	YES	YES	YES	YES	YES	YES			YES
LOGO ON STREAMING VIDEO	SOLD	SOLD	SOLD					YES		
LOGO ON INTERVIEW VIDEO									YES	
STEP & REPEAT					YES					
RECOGNITION SLIDE	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
INTRODUCE KEYNOTE SPEAKER			YES	YES						
TABLE TENTS			YES	YES		YES				
FULL PAGE AD		YES	YES	YES	YES					
RESERVED SEATING AT SPONSORED EVENT			YES	YES		YES	YES			
HALF PAGE AD	YES					YES	YES		YES	YES
EXCLUSIVE NETWORKING AT VIP FOR FIRST HOUR					YES					
INTRODUCE SESSION SPEAKER							YES			
ONE MINUTE VIDEO OR SLIDE SHOW						YES				
QUARTER PAGE AD								YES		

Product Showcase Sponsorship Levels and Benefits

	LONESTAR \$2,500 5 AVAILABLE	LONGHORN \$1,500 5 AVAILABLE	BLUEBONNET \$750 5 AVAILABLE	FRIENDS OF NEWH \$350 10 AVAILABLE
CONFERENCE PASSES (\$395 VALUE)	1	1	0	0
DISCOUNTED CONFERENCE PASS	2	1		
SPONSOR BANNER	YES	YES	YES	YES
STAGE BACKDROP	YES	YES	YES	YES
PRODUCT SHOWCASE SIGNAGE	YES	YES	YES	YES
LISTING ON NEWH WEBSITE SPONSOR PAGE	YES	YES	YES	YES
PRIORITY PLACEMENT IN PRODUCT SHOWCASE COLLATERAL	YES	YES	YES	
LISTED ON ALL MAILED AND EMAILED COLLATERAL	YES	YES	YES	
PRODUCT IMAGE ON PRODUCT SHOWCASE COLLATERAL	YES			
QUARTER PAGE AD LEADERSHIP PROGRAM	YES			
QUARTER PAGE AD IN PRODUCT SHOWCASE SECTION OF PROGRAM		YES		
LOGO + 3 LINES OF TEXT ON FRIEND PAGE IN LC PROGRAM			YES	
COMPANY NAME LISTED ON FRIEND PAGE IN LC PROGRAM	YES	YES	YES	YES

Ticket Information

Thursday Product Showcase Pass:

<input type="checkbox"/> NEWH Member — A&D/Procurement/Hotel	Free
<input type="checkbox"/> NEWH Member — Non-Exhibiting Vendor/Media	\$ 75
<input type="checkbox"/> Non-Member — A&D/Procurement/Hotel	Free
<input type="checkbox"/> Non-Member — Non-Exhibiting Vendor/Media	\$225

Friday & Saturday 2-Day Conference Pass + Scholarship Luncheon:

<input type="checkbox"/> NEWH Member	\$295
<input type="checkbox"/> Non-Member	\$395
<input type="checkbox"/> Student	\$ 50

1-Day Only Conference Pass:

I plan to attend:	<input type="checkbox"/> Friday only	<input type="checkbox"/> Saturday only
<input type="checkbox"/> NEWH Member		\$200
<input type="checkbox"/> Non-Member		\$300

President's Dinner – Senior level design professionals only (maximum 2 per company)

<input type="checkbox"/> NEWH Member	\$300
<input type="checkbox"/> Non-Member	\$400

Saturday Closing Event – DALLAS 360

<input type="checkbox"/> NEWH Member	\$ 75
<input type="checkbox"/> Non-Member	\$ 95

These prices good until Dec. 12, 2014, after Dec 12 there will be a 20% increase in all prices. After Dec. 31, there will be a 30% increase to the original ticket prices. If paying by check, payment must be received by December 12th deadline.

Register NOW and Receive
Discounted Rates!

Join Now and Save on Your Ticket
Purchase with membership



FOR MORE INFORMATION VISIT OUR WEBSITE AT WWW.NEWH.ORG
or contact Jena Seibel, NEWH, Inc. | email: leadership.conference@newh.org Questions, call: 800.593.6394



NEWH Leadership Conference Dallas, TX ~ 2015

submit to: **NEWH, Inc**
julie.buntrock@newh.org
(800) 593-6394

FAX CREDIT CARD INFO TO: **(800) 693-6394**

TOTAL \$ _____

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