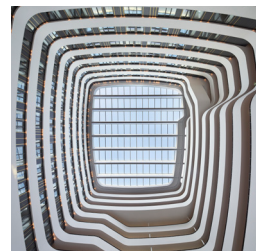
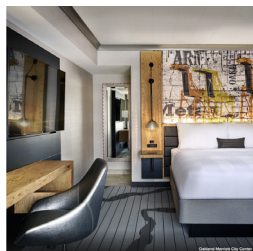
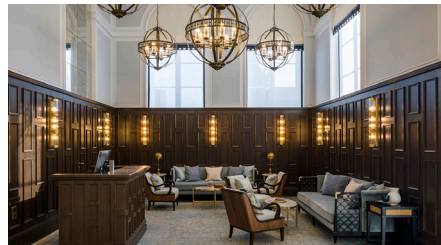
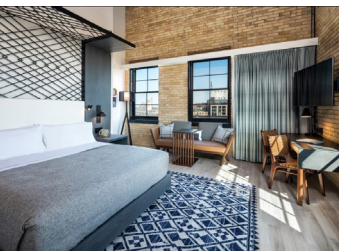


# NEWH BRAND PARTNER BENEFITS



## NEWH is the leading hospitality organization in networking and education.

**W**ith the support of our membership, volunteers and partners, NEWH has awarded more than \$6 million in scholarships (and counting). It is through vital strategic partnerships, including financial support, that NEWH has been capable of reaching such an astounding achievement.



NEWH brand partnerships enhance the education and networking initiatives available to our members, while offering unique and targeted brand awareness and distinction to the hospitality industry. The BrandED program and associated scholarships, for example, focus on educating and inspiring our interior design and architecture members. Brand partners have the opportunity to participate in BrandED, fund scholarships and provide internship opportunities to student members. This partnership fosters further partnerships within the A&D community and can increase brand presence as architects and designers discuss new projects with their clients and industry media outlets.

By becoming an NEWH Brand Partner, you add NEWH to your marketing team, spanning North America and beyond with 17 chapters and 10 regional groups in active hospitality markets. Join us in our mission of scholarships, education, leadership development, recognition of industry excellence and business development opportunities as we provide relevant promotion and networking for those who actively participate.

### NEWH BRAND PARTNERS:

- » Have national or international presence
- » Are willing to provide brand-related educational sessions to NEWH chapters (see more about BrandED below)
- » Desire increased brand awareness within the A&D community
- » Want to promote their brand internationally
- » Want to connect with leading hospitality design firms
- » Want their development partners and franchisees to connect with qualified interior designers and architects
- » Are corporations and executives building a better future for the hospitality industry through their involvement with schools and scholarships

#### What is BrandED?

The **BrandED** program features brand-facilitated educational sessions through virtual platforms or live NEWH chapter events, international trade fairs and conferences.

For more information, visit: [newh.org/branded](http://newh.org/branded)

#### NEWH Brand Partners commit to the following for BrandED:

- » Target date(s) and chapter location(s) for brand development or hotel to promote as host of live BrandED session(s).
- » Provide a slideshow with brand overview, marketplace and future pipeline, placing the brand within the current landscape. Include slides depicting brand distinctions and successful architecture and interior design execution. This presentation can be provided live at chapter events or through virtual platforms via NEWH virtual sessions.
- » Provide appropriate professionals to present the material above and lead a guided hotel tour (if applicable). *\*Hotel tour is not a requirement, but is encouraged if BrandED event occurs within the brand hotel.*
- » Attend a 1-hour networking session following the live educational event.
- » Participating professionals attend prep calls in advance of live or virtual sessions to assure event success.

# BENEFITS of NEWH BRAND PARTNERSHIP

**B**elow are the myriad benefits available to NEWH Brand Partners. We are able to tailor a partnership agreement to best align with your goals. Items **in blue** are guaranteed to all Brand Partners.

## NEWH MAGAZINE

- » Editorial coverage of associated events
- » 1 four-page brand feature article every 18 months

## NEWH REGIONAL TRADESHOWS

- » Brand recognition at all NEWH Regional Tradeshows

## NEWH MEMBERSHIP

- » Up to 10 courtesy NEWH memberships

## CAREER NETWORK

- » Unlimited free listings in the NEWH online Career Network

## WEBSITE

- » Logo on NEWH BrandED homepage with link back to landing page of your choice
- » Brand events listed on NEWH website and magazine calendar (Brand responsible for providing content)
- » Brand Partner news reporting current session/scholarship and upcoming events on NEWH BrandED homepage

## PROMOTION/RECOGNITION

- » Brand can carry NEWH Brand partnership logo on literature during partnership year
- » Recognition on banners at NEWH international events and select other hospitality industry events where NEWH has a presence
- » Scholarship awarded at International event in brand's name; opportunity for brief brand remarks and recognition on stage
- » Opportunity for coverage of BrandED sessions or sponsored scholarship with hospitality industry media outlets and NEWH website
- » Opportunity for scholarship awarded at chapter of brand's choice with local PR and NEWH magazine coverage when international platforms are unavailable during a partnership year
- » Opportunity for brand-related session/panel at biennial NEWH Leadership Conference
- » Opportunity for leading A&D firm professionals to participate in panel discussions at brand events

FOR MORE INFORMATION CONTACT:

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NEWH Brand Partners

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