NEWH
CORPORATE PARTNER BENEFITS
NEWH is the leading hospitality organization in networking and education.

With the support of our membership, volunteers and Corporate Partners NEWH has grown 5% in 2016 bringing our total membership to over 5,600! Your role as an NEWH Corporate Partner allows the organization the ability to offer affordable dues sustaining our large membership. We value this partnership and offer you opportunities to establish strategic business alliances that will build your business and yield financial benefits.

By becoming an NEWH Corporate Partner, you add NEWH to your marketing team and span the globe with 18 chapters and 9 regional groups in active hospitality regions. Our Marketing Plan for 2017 targets growth in professional members and includes the launch of creative campaigns that be of interest to the A&D community. Join us in our mission of education, awards and recognition as we provide personal and professional success to those that actively participate. Many of these new programs are underway and already gaining successful momentum into 2016. We are proud to report to date that NEWH has awarded over $4.4 million in student scholarships. It is through your generosity and financial support that NEWH is capable of reaching such an astounding goal.

Who are NEWH Corporate Partners?

• Companies who supply to the hospitality or food service industries; or hotel and/or restaurant franchisers, owners or operators or trade publications and/or tradeshow/event producers
• They have been in the Hospitality Industry for ten or more years and are in good standing
• Have a National or International presence
• Provide NEWH with a letter of recommendation from at least three NEWH, Inc. Board members
• Willing to sign the NEWH, Inc. Code of Ethics

NEWH made your Corporate Partnership more valuable by limiting the number of partners in each of our three categories. Benefactors - 5, Patrons - 10 and Supporting - 25.

We look forward to a mutually beneficial business partnership in 2017!

Some of the new things happening with NEWH...

• We have developed a Mentorship Program with our chapters to enhance the professional growth of those just entering the industry. Additionally we have put together a program bringing the various hotel brands to our chapters, BrandED to assist in understanding the strategic thinking behind the development of well-known hotel brands—from brand standards and brand identity and personality to culture

• We are working with some of our Corporate Partners to develop EdOnline, a continuing education portal on the NEWH website.

• Top ID Chapters select to the best and brightest design firms in their chapter and NEWH, Inc. honors and supports them throughout the year

• SustainableHospitality.org is the new online source for sustainability where the NEWH Sustainable Hospitality Committee posts the latest in sustainable news and resources! The new sustainable tradeshow will present a fresh approach in bringing together innovative, sustainable leaders, ideas, products, design and tangible business results.

• We have an average of six Regional Tradeshows per year. This is one of our most successful initiatives. Manufacturers and service providers have found these intimate tabletop events both a marketing success as well as affordable. NEWH Corporate Partners continue to take advantage of discounts and prime booth location selection at these trade shows.
## Benefits of Corporate Partnership

<table>
<thead>
<tr>
<th>Corporate Partnerships</th>
<th>Logo on website</th>
<th>NEWH Magazine Ad</th>
<th>Events Tickets</th>
<th>Courtesy/Membership</th>
<th>Discount Membership</th>
<th>Regional Tradeshow</th>
<th>Career Network Listing</th>
<th>Online Directory</th>
<th>Labels</th>
<th>Benefit $ Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Benefactor</strong></td>
<td>✓ FULL PAGE</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>✓ PREMIUM LISTING</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>29,925</td>
</tr>
<tr>
<td><strong>Patron</strong></td>
<td>✓ HALF PAGE</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>50% DISCOUNT</td>
<td>✓ PREMIUM LISTING</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>15,650</td>
</tr>
<tr>
<td><strong>Supporting</strong></td>
<td>✓ QTR. PAGE</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>25% DISCOUNT</td>
<td>✓ PREMIUM LISTING</td>
<td>1,000</td>
<td>1,000</td>
<td>1,000</td>
<td>8,975</td>
</tr>
</tbody>
</table>

### Website:
- Logo on NEWH Home Page for **Benefactor**, **Patron** and **Supporting** with a link back to a landing page of your choice
- Corporate Partner News section on splash page and News page of website

### NEWH Magazine:
- **Benefactor** — Full page in each issue
- **Patron** — Half page in each issue
- **Supporting** — Quarter page ad in each issue

### Event Tickets:
- Courtesy Tickets to major chapter events — **Benefactor** 20, **Patron** 10 and **Supporting** 5

### Membership:
- **Benefactor** 20 courtesy members and 20 memberships at a 50% discount
- **Patron** 10 courtesy members and 10 memberships at a 50% discount
- **Supporter** 5 courtesy members and 5 memberships at a 50% discount

### Career Network:
- Unlimited free listings and premium placement in the NEWH online Career Network for **Benefactor**, **Patron** and **Supporting**

### NEWH Regional Tradeshow:
- Corporate Partners are guaranteed placement at six NEWH Regional Tradeshows, plus one extra during our Leadership Conference
  - **Benefactor** — One courtesy booth at each show
  - **Patron** — 50% discount on booth at each show
  - **Supporting** — 25% discount on one booth at each show

### Online Resource Directory:
- Premium listing and placement for **Benefactor**, **Patron** and **Supporting**

### Library Labels:
- 1,000 for **Benefactor**, **Patron** and **Supporting**

### Promotion:
- Your company is listed on:
  - Corporate Partner Banners at chapter events
  - All NEWH email
  - Letterhead
  - Chapter invitations
  - Corporate Partner Highlights in the NEWH Magazine