

ELEVATE

TAKING DESIGN TO NEW HEIGHTS

October 2018
New York City

Elevate is the next brand extension of HD, set to do what we do best—**Inspire, Inform, and Connect**, in a new way.

1 Day. 100-200 attendees. Powerful speakers.

Hear from the brightest minds in design—from hospitality and coworking to retail and healthcare—in short conversational TED-inspired talks and panel discussions centered around inspiration, experience, technology, and innovation looking at what's happening today and what's in store for tomorrow. Network during matched meals, breaks, and cocktails with invited designers, architects, owners, brand executives, and purchasers.

Sponsor Benefits:

- Limited to 3 sponsors per product category and first right of refusal for 2019
- Two company attendees
- Five invited designers
- Logos on invite and at signage during the event
- Sponsor roundtable breakfast
- Coverage in a future issue of *Hospitality Design* magazine and on hospitalitydesign.com
- Ad in the upcoming Elevate supplement 2x per year polybagged with *Hospitality Design* magazine
- Final list of attendees

Investment: \$15,000

Invited guests include

HD's Editorial Advisory Board

Andrew Alford, chief creative officer, AJ Capital

David Ashen, principal, dash design

Jeffrey Beers, founder, Jeffrey Beers International

Malcolm Berg, principal/owner, EoA

Mark Boekenheide, senior vice president,
Related Companies

Glen Coben, founder, Glen & Company

Meghann Day, principal, HBA

Gary Dollens, global head – design/product and brand
development, Hyatt Hotels & Resorts

Deborah Lloyd Forrest, president, ForrestPerkins

Timothy Griffin, director, north america, The Hoxton

William Harris, principal, AvroKO

Amy Hulbert, managing director – design,
Best Western International

Tom Ito, principal, Gensler

Gulla Jonsdottir, founder, Gulla Jonsdottir Design

Helen Jorgensen, vice president – design and
procurement, Host Hotels

Jon Kastl, principal, Champalimaud

Aliya Khan, Vice President of Design, Select Service
and Extended Stay Lifestyle, Marriott

Raul Leal, CEO, Virgin Hotels

Scott Lee, president and principal, SB Architects

Tony Machado, vice president – design and
construction, Morgans Hotel Group

Margaret McMahan, senior vice president, managing
director, Wimberly Interiors Studio

Lisa McClung, founder/principal, INT LLC

Julia Monk, senior vice president, director of
hospitality design, HOK

Will Meyer, principal, Meyer Davis

Alessandro Munge, principal, Munge Leung

Barry Nidiffer, executive vice president – development
management, Chartres Lodging Group

Lionel Ohayon, founder, ICRAVE

Robert Polacek, chief creative officer, Puccini Group

Brian Quinn, vice president of franchise
development, Choice Hotels

Thomas Schoos, founder, Schoos Design

Lisa Simeone, principal, Simeone Deary
Design Group

Kellie Sirna, principal, Studio 11 Design

Sam Suleman, vice president – development and
operations, Equinox Hospitality

Shawn Sullivan, partner, Rockwell Group

Michael Suomi, principal, vice president of design,
Stonehill & Taylor

Roger Thomas, executive vice president, Wynn
Design and Development

Larry Traxler, senior vice president, global design,
Hilton Worldwide

Audra Tuskes, former creative director, Lightstone
Group

Joel Villalon, principal, BraytonHughes

Anne Wilkinson, senior associate, BAMO