

PREFERRED ALLIANCE PARTNERS

2011



WWW.PREFERREDHOTELGROUP.COM



SPECIAL SAVINGS, PREFERENTIAL SERVICES, AND REVENUE OPPORTUNITIES

Preferred Hotel Group is delighted to present the Preferred Alliance Partners Program, an exclusive opportunity for you to receive products and services at favorable pricing. Designed to provide you with corporate-wide volume purchasing power, the Preferred Alliance Partners Program offers efficient solutions that simplify your sourcing while providing comprehensive benefits.

Discover the increased value and enhanced benefits of your partnership today.

Please call us for more information or visit www.PreferredNet.net/buspart.

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ACTIVE INTERNATIONAL



CORPORATE TRADE PARTNER PROVIDING
REVENUE GENERATING OPPORTUNITIES

Available Globally

The global leader in corporate trade, Active International places more than \$1 billion in sales annually for the world's leading hotels.

Active brings travelers and corporate meetings business from its more than 600 corporate clients. Take advantage of Active's revenue-generating opportunities. Simply purchase from a selection of capital expenditure items, such as:

- Televisions: Samsung brand TVs
- Mattresses: Major brands and mattress companies
- Media: Active media capabilities, direct response – TV, print, out-of-home, and digital.

Contact:

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AKINSPARKER CREATIVE



CREATIVE SERVICES & INTEGRATED
MARKETING PROGRAMS

Available Globally

AkinsParker offers special pricing on a complete range of high-end design, advertising, and marketing services.

- Complete branding programs
- Consumer brochures (design, copywriting, and printing)
- Integrated direct-mail campaigns

To discuss your creative needs or for a formal review of the AkinsParker portfolio, please visit www.akinsparker.com.

Contact:

Jeff Parker

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+1 949 724 8000, ext. 301

ADJUSTERS INTERNATIONAL



INSURED PROPERTY CLAIMS

North America Only

Adjusters International represents the policyholder, assessing and documenting property losses and preparing and assisting in the settlement of property claims. As part of our partnership, they are pleased to offer a complimentary property coverage policy review.

Contact:

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arowlands@adjustersinternational.com

+1 800 382 2468

AMERICAN EXPRESS



CREDIT CARD SERVICES

Available Globally

American Express® is a proud partner of Preferred Hotel Group. Together our two companies have launched successful programs such as Stay More and Preferred Golf™ that have grown our mutual luxury, leisure, and meetings and events business. Through participation in the award-winning Membership Rewards Program, American Express® is driving even more high-spending cardmembers to your hotels every day.

- Member hotels receive a transaction rate discount
- Member hotels can also benefit from a three-day payment plan

Please go to www.PreferredHotelGroup.com/amex for all the ways that our companies are working together.

COCA-COLA



BEVERAGES
USA Only

Expand your beverage program and save with additional discounts on all of Coca-Cola's products, including low-calorie soft drinks, juices, sports drinks, energy drinks, water, and vitamin water beverages. Benefits include:

- Discount pricing on fountain syrup
- Fixed price ceilings on bottle and can beverages through 2011
- Free fountain equipment

Contact:
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CYPRESS



LUXURY BATHROBES & TOWELS
Available Globally

Cypress is the premier manufacturer and supplier of luxury bathrobes, towels, and slippers for the hospitality industry for over a century.

- **Cypress Luxe** is the premium luxury Cypress Collection offering
- **Cypress Green** is the eco-friendly, energy-saving product line
- **Cypress Everyday Essentials** showcases the basic products that meets the essential needs of the hotel, resort, or spa guest

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+1 866 347 7623, ext. 19

CORINELLI FINE LINENS



FINE LINENS
Available Globally

Corinelli offers a vast assortment of luxurious tailor-made linens that will enhance your guests' experience. Corinelli is an international leader in the hospitality industry.

- Reduced pricing on fine linens
- Corinelli only offers products manufactured with the best long-staple cotton yarns
- Corinelli was born in 2005 out of a concept of combining quality and service

Contact:
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+ 1 305 805 8085

DIGITAL ALCHEMY



E-MARKETING & CRM
Available Globally

Digital Alchemy brings increased revenue through development of powerful guest relationships and targeted e-marketing offers. These automated messages, wrapped in rich images, are delivered at optimal times and are available in formats optimized for email and for mobile devices. All services are available at special pricing for Preferred Partners:

- Digital Alchemy Advantage CRM suite at up to 40% discount
- eBlast e-marketing campaigns with ROI guarantees
- Related CRM and comment card services at substantial discounts

Contact:
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EVIAN



BOTTLED WATER
USA Only

Evian Natural Spring Water is the world's leading brand of premium bottled water. Benefits include:

- Reduced pricing on the finest quality bottled water
- Abundant sizes and formats (glass and plastic)
- Commitment to "Best in Class Pricing"

Contact:
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FORBES TRAVEL GUIDE



TRAVEL GUIDE
Available Globally

Forbes Travel Guide, formerly *Mobile Travel Guide*, has defined the standard for what constitutes a Five Star hotel, restaurant, and spa experience since 1958. Bringing the hospitality community back into the travel conversation with consumers through a groundbreaking web platform is their next mission.

Visit: www.forbestravelguide.com

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FOH, INC.



DINNERWARE/BANQUET/TABLETOP SOLUTIONS
Available Globally

FOH, Inc® designs and manufactures trendsetting dinnerware, buffetware, and serveware that is commercial grade and easy on your bottom line.

- Savings from 5%-20%
- 72-hour order turnaround
- Exceptional quality, durability, and value

Contact:
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FREEMOTION FITNESS



STRENGTH & CARDIO FITNESS EQUIPMENT
Available Globally

FreeMotion Fitness™, a subsidiary of ICON Health & Fitness, is dedicated to providing total fitness solutions with competitive financing, quality customer service, comprehensive training, and unparalleled products.

- Savings from 10% below end-column pricing
- Highest quality and best performing fitness equipment
- Largest manufacturer and distributor of fitness equipment in the world

Contact:
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GILCHRIST & SOAMES



TOILETRIES & AMENITIES

Available Globally

Gilchrist & Soames is a purveyor of fine English Toiletries, providing luxurious in-room, spa, retail, and public area amenities, and VIP gift options. Benefits include:

- Reduced pricing on eight unique luxury amenity collections, which range from classical to contemporary
- Creation of bespoke collections to enhance the positioning and unique sensibility of your individual hotel
- Flexible ordering options including same-day shipping and no minimum orders

Contact:

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iBAHN



HIGH-SPEED INTERNET & IN-ROOM DIGITAL SOLUTIONS

Available Globally

As the only global provider of fully digital information/entertainment and Internet solutions for the hospitality and meeting industries, iBAHN helps its hotel partners provide the high-quality technology experiences that keep guests coming back in the future. With its broad range of products and services, iBAHN can provide tailored solutions to help differentiate properties and build strong new revenue streams.

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HCAREERS



STAFFING & RECRUITMENT

Available Globally

HCareers, the leader in hospitality Internet recruitment, has more jobs and job seekers than any other industry job board. Discounts on HCareers services:

Preferred Hotel Group Individual Job Postings Package

- Single job postings at a rate of US\$340/CAD 375
- Premium job posting at a rate of US\$375/CAD 415

5 Premium Job Postings Package

- Rate of US\$1495/CAD 1645

10 Premium Job Postings Package

- Rate of US\$2495/CAD 2750

Contact:

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IDEAS



REVENUE OPTIMIZATION

Available Globally

IDEaS is the premier provider of enterprise revenue management and optimization solutions. IDEaS offers proven solutions that:

- Determine correct pricing for perishable capacity, products, and/or services
- Analyze market behavior and capture revenue opportunities
- Expand competitive set performance
- Forecast business demands

Contact:

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KIWI COLLECTION



EXPOSURE, MARKETING, BRANDING, POSITIONING

Available Globally

Kiwi Collection is a trusted influencer of hotel bookings. Savvy travelers turn to Kiwi Collection for first-hand hotel reviews and ratings.

PHG member hotels have the opportunity to gain more exposure across the Kiwi Collection network of websites, including the Visa Luxury Hotel Collection, through an Enhanced Listing:

- 40% off the standard price for new 24-month contracts
- Prioritized online listings and call center attention, featured images and special packages, banner advertising, direct website links, SEO, and more.

Contact:

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+1 604 737 7397, ext. 225

MICROS SYSTEMS, INC.



TECHNLOGY CONSULTING

Available Globally

MICROS is the premier provider of enterprise-wide integrated information technologies for the hotel industry.

- The most flexible, comprehensive property-management solution available today
- Installed in over 16,000 sites in 72 countries
- Multi-language and multi-currency
- Highly scalable
- Feature and function rich
- Highly accurate guest information
- Dashboard screen – access all modules of OPERA from one screen
- One button check-in

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LUXURY LINK AND FAMILYGETAWAY.COM



ONLINE TRAVEL RESOURCE

Available Globally

Drive revenues, protect your rates, and showcase your property to the largest audience of affluent travel buyers on the web. Luxury Link and FamilyGetaway.com provide PHG member hotels with:

- A customized marketing plan that utilizes Luxury Link and/or Family Getaway web platforms
- An exclusive 40% off already low annual rates for Luxury Link and 60% off for FamilyGetaway.com
- Premium placement of your property on the Luxury Link or FamilyGetaway.com websites

Contact:

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+1 310 215 8060, ext. 116

ODWALLA



PREMIUM JUICES

USA Only

Odwalla has over 35 delicious beverage and nourishing food-bar varieties. Odwalla offers positive branding with premium, natural, earth-friendly products and ideas for your hotel, including breakfast, meeting breaks, café, pool, gym, spa, and golf. Benefits include:

- Special national discount pricing
- Guaranteed sales (no spoilage)
- Free use of merchandising equipment

Contact:

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ROOM 360°



GUESTROOM & BATHROOM AMENITIES

Available Globally

Room360° by FOH® is comprised of several all-encompassing collections and is produced from a unique mix of materials including porcelain, resin, stone, bamboo, metal, glass, palm wood, coconut wood, faux leather, rubber wood, and stainless steel. Items in the collections consist of amenity trays, serving trays, desk amenity trays, towel trays, waste baskets, soap dishes, soap trays, soap dispensers, toothbrush holders, tissue box covers, coffee amenity trays, and a variety of other containers designed to eliminate amenity clutter while adding streamlined style.

- Savings from 5%-20%

Contact:

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THE WALL STREET JOURNAL

THE WALL STREET JOURNAL

NEWSPAPERS

North America Only

The Wall Street Journal provides a special rate of US\$0.23 per copy when you use the disclaimer language* on key jackets. Delivery programs without the disclaimer language* are available at US\$0.40 per copy.

*Disclaimer language gives guests the option to receive a refund if they so choose.

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SERTA® INTERNATIONAL



PROVIDER OF LUXURY MATTRESSES

Available Globally

Serta® is the leading mattress supplier to the hospitality industry, taking pride in providing a great night's sleep to travelers all over the world. They can work with your property directly or with your selected design firm. As a Preferred Hotel Group member property, you can take advantage of factory-direct Preferred Pricing on their exclusively designed "Preferred Hotel Sleepers."

- No middlemen
- Revenue-sharing guest purchase programs
- Innovative technology in product development
- Sustainable/green materials

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+1 847 747 0476

TIG GLOBAL



CREATIVE WEB SERVICES & INTERACTIVE MARKETING

Available Globally

TIG Global offers comprehensive online marketing solutions at special rates with member discounts up to \$10,000. TIG Global offers the following services at special pricing:

- Custom website design, hosting, and maintenance that engages visitors and converts leads
- Search-engine optimization that places you at the top of search engines for prime visibility
- Paid search marketing that captures traffic and delivers it directly to landing pages for conversion

Contact:

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www.tigglobal.com

USA TODAY



NEWSPAPERS & IN-PAPER ADS

North America Only

Take advantage of reduced pricing and direct delivery to guestrooms as well as in-paper advertising discount opportunities through the special corporate program. Delivery programs from US\$0.30 per copy.

Contact:

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+1 303 487 5425

VFM LEONARDO



ONLINE VISUAL CONTENT

USA Only

VFM Leonardo's VBrochure Online Merchandising System is the preferred provider for Preferred Hotel Group member hotels to supplement their still images with richer forms of media, including virtual tours, videos, flash presentations, etc., across all four GDSs of online travel agencies. VNetwork™ – is the largest visual content distribution network for the global travel industry.

- Better merchandise your hotel online with rich media
- Enhance the travel shopper experience with Multimedia Viewer
- Take advantage of VBrochure packages for your

Contact:

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+1 416 263 5634

www.vfmleonardo.com

USFI



INTEGRATED MARKETING COMMUNICATIONS

AGENCY/ PROMOTIONAL ITEMS

Available Globally

For more than 25 years, USFI has developed strategic systems and solutions to optimize the marketing of hotels across the globe.

- Produces print- and web-marketing campaigns that focus on increasing guest wallet-share spend
- Assists properties in converting to sustainable, green practices
- Discount of 5% off established price

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