

Promotional Opportunities

Get in Their Rooms. Stay on Their Minds.

Opportunity to round out your broadcast buy with added integration

Trial by the right audience leads to increased business for your brand

- **90%** consumers say they would purchase a good or service if they experienced it and were satisfied²

Encourage product trial and brand engagement:

- Trial rates for food and beverage brands are **70-80%**
- Trial rates for Health and Beauty products are **50-70%**

75% of all consumers recall a brand's name on premium items¹

Enhanced targeting capabilities including regionalized executions

The Opportunity:

The Hotel Networks is the largest targeted media network that brings brands into the upscale hotel rooms of prospective consumers. Reaching a hotel guest with a highly relevant message in the distraction-free, home away from home environment of their hotel room gives an advertiser the opportunity to truly connect with its most desired consumer. Guests are more open-minded, willing and even excited to try a new product or engage in a brand experience. The timing is right and the environment is ideal to encourage product trial and brand engagement through creative promotions, sampling and experiential marketing programs.

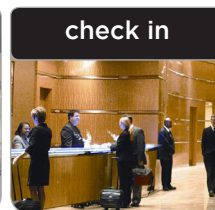
Targeting:

A sampling/promotions program with The Hotel Networks enables a brand to target its most desired audience easily and efficiently. We have a program that can put your brand in front of the right consumers in the most relevant environments.

- **By DMA**
- **By Hotel Category/Traveler Type:**
 - **Business Hotels** - Reach these highly mobile consumers in their hotel rooms with a relevant message when they are alone and they have more time to pay attention.
 - **Vacation Resorts** - Vacationers are relaxed and happy, with the free time to do what they love to do. You'll see how a relaxed mind is an open mind.
 - **Golf Resorts** - Connect with millions of golf enthusiasts in their hotel rooms before they head out for a day of golf or once they return from their day on the green.
 - **Tradeshows/Conferences** - Conferences and tradeshows attract highly targeted audiences throughout the year. Take advantage of this opportunity to reach industry-focused professionals when they are gathered together for their big event and when the potential for word-of-mouth buzz is high.

Tactics: Sampling/Promotions/Events

- **Product sample distribution**
- **Branded key cards**
- **Branded premiums**
 - Coasters/napkins in the hotel bar
 - Notepads and pens distributed in the hotel room
 - Complimentary newspapers and magazines with your insert or branded label, etc.
- **Event Marketing**
 - Health and golf clinics
 - Wine tastings
 - Automobile test drives
 - Experiential marketing programs, large or small



360° Coverage:

The Hotel Networks is the only company that can offer your brand a complete 360° presence in the hotel environment. With the variety of touch points The Hotel Networks offers, you can be sure your message will resonate. Combine a branded key card, a product sample in the hotel room, commercials running across 25+% of the available in-room cable channels, free-to-guest branded VOD in the interactive menu system. With this ultra targeted, ultra integrated media buy, your message is sure to make an impact with your best prospects.

¹ Sampling Effectiveness Advisors ²February 2007 - Consumer Package Goods Marketer Survey from the Product Sampling Council of the Promotion Marketing Association



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