



INTERNATIONAL HOTEL, MOTEL + RESTAURANT SHOW
NOV 9-11, 2014 | NOV 8: HOSPITALITY LEADERSHIP FORUM
JACOB K. JAVITS CONVENTION CENTER, NEW YORK CITY

“THE SECOND ANNUAL TABLETOPJOURNAL CHALLENGE”

You're invited to participate in “The Second Annual TabletopJournal Challenge”, co-hosted by IHMRS and TabletopJournal.com at this year's IHMRS. Teams of designers, using tabletop items provided by sponsors as well as additional props, will have 30 minutes to build their perfect tabletop. There will be a “People's Choice” vote taken during the course of the event, with the winner being announced at the end of the Show and being recognized on the IHMRS and TabletopJournal.com websites.

THE VENUE:

IHMRS will provide five 6' round tables in the Tabletop Theater on the show floor. The tables will be empty on Sunday morning when the teams begin the competition. Once the tables are set, they will remain that way until the end of the Show, providing great exposure of your tabletop products in a fun and buzz-worthy setting!

THE PROCESS:

As a participating sponsor, manufacturers will provide a box of goods of potential tabletop items. Show management will supplement it with various novelty items (stuffed animals, small toys, books, etc).

The IHMRS and TabletopJournal team will be identifying five designers to participate in the “TabletopJournal Challenge.” Many of these designers may come from the IHMRS adjacent trade fair, Boutique Design New York (BDNY). Each designer will commit to time on Sunday morning, November 9, to compete in the challenge.

These tables will stay in place for the duration of the Show with a number assigned to each of them. We will provide ballots and a ballot box for attendees to vote on their favorite table. The winning designer and sponsor will be recognized on the IHMRS and TabletopJournal.com websites.



Tabletop Challenge

SPONSORS RECEIVE:

- Pre-show and post-show mention on the IHMRS and TabletopJournal.com websites
- 1/2 page ad in the IHMRS show directory
- Mention in the TabletopJournal Challenge ad in the IHMRS show directory
- Sponsor signage at the event
- Rights to all photos and resulting coverage

COST:

\$1,500 sponsorship fee plus a “box” of tabletop supplies for the competition.

CONTACT:

Dave Turner / Tabletop Journal
dt@tabletopjournal.com / 908-239-8597
Blake Geller / IHMRS
blake.geller@stmediagroup.com / 212-754-7938