

SARASOTA[®]

— AND HER ISLANDS —

CONVENTION & VISITORS BUREAU

*Longboat Key · Lido Key · Siesta Key · Casey Key
Venice · Manasota Key · Englewood · North Port*

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HSMAI TO HONOR SARASOTA CONVENTION & VISITORS BUREAU WITH THREE AWARDS IN ITS ANNUAL ADRIAN AWARDS COMPETITION

Winners Will Be Honored at Adrian Awards Gala Feb. 1, 2010 in New York City

Sarasota, FL (December 8, 2009) – The Hospitality Sales & Marketing Association International (HSMAI) will recognize the Sarasota Convention & Visitors Bureau (SCVB) with one Silver, and two Bronze Adrian Awards for advertising and web marketing excellence for its winning entries in the 53rd annual Adrian Awards Competition, the largest and most prestigious travel marketing competition globally.

HSMAI will pay tribute to the Sarasota Convention & Visitors Bureau during the 20th annual HSMAI Adrian Awards Gala, a black-tie affair attended by more than 1,000 hospitality, travel and tourism marketing executives, on Feb. 1, 2010 at the New York Marriott Marquis.

The advertising awards were for the “Beyond the Beaches” Consumer Campaign, and the “Savor Sarasota Restaurant Week” Consumer Campaign. The SCVB’s agency of record that worked on these campaigns was Ronin Advertising out of Miami, Florida. The web marketing award was for the “My Holiday Beach Vacation” campaign. This campaign was spearheaded by the SCVB’s interactive agency, atLarge Inc, which is based out of Sarasota, Florida. “We work very hard throughout the year listening how best to deliver our targeted messaging to consumers, and it is very rewarding to be honored by HSMAI for being successful in this area.” stated Anne Zavorskas, Director of Marketing and Sales for the SCVB.

This year’s contest attracted nearly 1,100 entries from around the world, with entries judged by top executives from all sectors of the industry.

In addition to celebrating the Sarasota Convention & Visitors Bureau’s award-winning work, the Gala honors lifetime achievement and the “Top 25 Most Extraordinary Minds in Sales and Marketing.” All winning entries will be accessible in the Adrian Awards Winners Gallery online following the gala at www.adrianawards.com.

Tickets can be purchased by going to www.AdrianAwards.com. Adrian Awards benefactor partners are *DEPARTURES* Magazine, Google, TravelCLICK and TripAdvisor.

About HSMAI

HSMAI is the hospitality industry source for knowledge, community, and recognition for leaders committed to professional development, sales growth, revenue optimization, marketing, and branding. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings®. Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region.

About SCVB

The Sarasota Convention & Visitors Bureau, is the sales and marketing organization contracted by the Sarasota County Tourist Development Council (TDC) to champion the growth of business and leisure tourism in Sarasota County. The tourism industry is a leading economic engine for the region, with 4 million visitors generating a \$2 billion economic impact and nearly 17,000 local jobs each year.