

You're Invited to Step

Beyond

the Ballroom



Maximize Your Event Potential



Spaces

Presidential Suites

Lobbies

Executive Kitchens

Spas

Patios

Outdoor Spaces

Poolside

Roof Decks

Mezzanines

Fitness Rooms

Clubhouses

Gardens

Spaces you never even realized you had.

BizBash presents a special advertorial section

- Create new revenue streams when you are already at 90% capacity.
- Highlight the talent of your F&B department.
- Give the tastemakers a reason to create buzz about your property.

Your special hotel spaces are just what corporate meeting and event planners are searching for – unique and creative spaces to hold events!

Beyond

Opportunity Knocks

- Reach the local event planners who drive multimillion-dollar event decisions.
- Hotel bookings made by these event planners are expected to increase in 2008.
- Place your unique hotel spaces in front of these event planners now.

Unbooked spaces are missed opportunities – fill your spaces with an ad in Beyond the Ballroom.

- Buy one page, get the second page FREE!
- plus Web exposure

Sample spread

Loews Santa Monica Beach Hotel
• Buy one page, get the second page FREE! • plus Web exposure

Right on the beach just steps from the famed Santa Monica Pier—this hotel has more than 17,000 square feet of event space, from the outdoor pool area, to the restaurant, Ocean & Vine, to the lobby and lounge with sweeping views of the ocean and bustling beach. On the fifth floor, the Arcadia Ballroom has attached salons and balconies. Meeting spaces on the seventh floor look out over the palm tree-filled atrium.



Venice Ballroom
photo from StarChefs Rising Stars Review, May 2006



Eighth Floor Balcony
Santa Monica Citrus Break event took place on the eighth floor balcony overlooking the ocean



Presidential Suite
The spacious presidential suite is decorated in earth tones and contains a baby grand piano, sitting area and unobstructed ocean views. Accommodates: 35; Square Feet: 1,050.



Ocean and Vine Fire Pit
Hold your next event in our lounge, complete with dramatic fire pit and incredible ocean views. Accommodates: 120; Square Feet: 3,000



Fire Side Lounge
The lounge area can be configured to your requirements. With two fireplaces and floor to ceiling windows, the room is versatile. Accommodates: 75-95; Square Feet: 1,800



Pool Deck
Guests mix and mingle on the pool deck. Nearly 600 invited guests enjoyed the event sponsored by Gourmet Magazine.



Director of Catering and Conference Management
Loews Santa Monica Beach Hotel

With over 20 years of management experience in meetings, banquets, and convention services, Dave Romano is a seasoned meeting professional. From fundraising events, press junkets to weddings and small meetings, Dave and his team have a personal commitment to exceeding the expectations of their clients and producing memorable events.

EVENT OF THE YEAR
Gourmet on Fire, with Gourmet Magazine, June 2007

Contact Dave Romano, CMP: 1700 Ocean Ave. Santa Monica, CA 90401 Telephone: 310.458.6700 Fax: 310.458.6761

BIZBASH

“I’m always looking for hotel spaces to push the ‘event planning envelope’. Beyond the Ballroom will allow me to book unique spaces that I didn’t even know about in hotels I know and trust.”

-Kim Pilson, Polo/Ralph Lauren

Rates

Markets	2-page Spread
New York	\$5,600
Los Angeles	\$4,900
Toronto	\$4,900
Washington, D.C.	\$4,900
Chicago	\$4,900

All ads will be formatted by BizBash— you supply pictures and text and our production team designs your ad.

Advertising Deadlines

	Issue	Ad Close	Copy Due
New York	May/June	2/20/08	2/27/08
Los Angeles	May/June	2/29/08	3/7/08
New York	Nov/Dec	8/21/08	8/28/08
Los Angeles	Nov/Dec	8/29/08	9/5/08
Toronto	Winter '08	7/28/08	8/4/08
D.C.	Winter '08	9/18/08	9/25/08
Chicago	Winter '08	9/23/08	9/30/08

Ad Sales Contacts:

New York/Los Angeles

Robert Fitzgerald 646.638.3600 ext. 103 | rfitzgerald@bizbash.com

Las Vegas/Palm Springs

Steve Tolin 760.321.6211 | luxurymedia@safe-mail.net

Toronto

Michael Braun 416.425.6380 ext. 222 | mbraun@bizbash.com

Washington, D.C.

Bruce Zalbe 301.424.3734 | bzalbe@bizbash.com

Chicago

Sue Babin 773.878.4791 | scbabin@bizbash.com