TOAST on The Magnificent Mile

"Celebrate Life's Moments"

February 1 - 28, 2010

Moët & Chandon presents toast The Magnificent Mile®

Drive Traffic into YOUR Hotel this February

TOAST on The Magnificent Mile presented by Moët & Chandon is a month-long celebration in The Magnificent Mile district featuring champagne and celebration themed offers and events, plus Saturday night winter fireworks at 6:30pm! The campaign takes place February 1 - 28, 2010. All GNMAA members are invited to participate with their own special offer or event.

Consider the Following 2009 Hotel Success Story

Affinia Chicago Hotel received over 2,000 referrals from the TOAST website, resulting in 118 room nights booked.

Develop these Ideas or Create Your Own

Celebrate birthdays with a special "February Birthday" offer or discount.

Host an exclusive experience including a spa package and room service all while staying at your hotel.

Celebrate love by offering a couple's getaway including champagne and a romantically themed gift.

Provide a special offer on room rates when guests book a room within the month of February.

Visit www.gnmaa.com/marketing for further examples and participation information.

For your complimentary listing, please fill out the form below and return to Melanie Mapes via fax (312.642.3826) or via email (mmapes@gnmaa.com) at your earliest convenience and no later than **Monday, January 11, 2010.**

Name of Business: _____

Official Name of Offer/Activity: _____

Section Category (circle one): DINING ENTERTAINMENT HOTEL SHOPPING SPA OTHER

Address (location of event): _____

Phone (public will call this number): _____

Website Address: _____

Admission Price (if any): _____

Description of Offer/Activity (in 40 words or less). More than 40 words will be edited.

_____

_____

_____

_____

Offer/Event Valid (circle one): Entirety of Campaign (February 1 - February 28, 2010)
Add Your Own Dates: _____

Please complete. The following information will NOT be online – to be used only by GNMAA staff.

Contact Name/Title: _____

Phone Number: _____ Email: _____