

# Help NEWH celebrate an ICON of Industry



**ESTHER COHEN**

Founder & C.E.O. of Canadian Posters International, PI Fine Art, PI Creative Art, and Esther Cohen Gallery

**NEWH 2018 ICON of Industry**

Esther Cohen has loved art all her life. So much so she created an art company. In 1976, Esther established Posters International — a Canadian company that grew into a worldwide success story. Respected by her colleagues and competitors alike, Esther was the first person in Canada to wholesale art posters, exporting these open editions worldwide. Today the company continues to thrive with her sons Richie and Andrew now at the helm. With the expansion of the company, which includes a retail gallery, art studio and framing, Esther now concentrates on PI's investment gallery renamed The Esther Cohen Gallery. She draws on her 35 years of experience in the fine art world, instinctively knowing which artists to buy and which ones to sell. The Esther Cohen Gallery has been a lifelong dream, completing the work she started years ago. Over the years, she has been fortunate enough to visit great artists such as Andy Warhol, Alex Katz and Sam Francis in their homes and studios. The distinctive collection includes limited edition graphics signed and numbered by renowned artists such as Alex Katz, Jim Dine, Robert Longo and Man Ray.

**Click here for Esther's biography and more information on how to participate in this special tribute to Esther Cohen.**

Dear Friends of NEWH,

Please join us in celebrating the career of a true icon; Esther Cohen. Esther will be the fourteenth exceptional individual to receive this prestigious award. NEWH, Inc. will present it to Ms. Cohen at the 38th Annual Gold Key Award for Excellence in Hospitality Design.

Whether you know our 2018 icon or not, please take a moment to read her brief biography and support our initiative to lead our industry by example.

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You can help us honor our icon by sharing your words of admiration and/or appreciation in a tribute we will include in our **Tribute Journal** to be handed out at the awards ceremony. Please fill out the form through the attached link with the details of your sponsorship intentions by Friday, September 7, 2018. [newh.org/icon2018](http://newh.org/icon2018)

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**Deadline for submissions of artwork for the Tribute Journal is Friday, September 28, 2018.** Should you have any questions, please call the NEWH, Inc. office and refer to the ICON Tribute Journal. Net proceeds from this journal will be deposited in the NEWH, Inc. Scholarship account to finance scholarships to deserving students wishing to continue their hospitality studies.

**A \$7,500 Student Scholarship** in honor of Ms. Cohen will be awarded to one exemplary student who has completed at least half of his or her program toward a degree in hospitality interior design, has a minimum 3.0 GPA, participated in an industry internship, and exemplifies the highest standards of professionalism. Ms. Cohen and the scholarship recipient will be awarded at the 37th Annual Gold Key Award for Excellence in Hospitality Design on Monday, November 12, 2018 at Gotham Hall in New York City, at 6:30pm. The event is held in conjunction with HX: The Hotel Experience and Boutique Design New York (BDNY). Thank you in advance for your contribution in honor of Esther Cohen, a true ICON and LEADER.

Warm regards,  
NEWH International Board Of Directors

## **38th Annual Gold Key Award for Excellence in Hospitality Design**

Monday, November 12, 2018, at 6:30pm  
Gotham Hall in New York City,  
in conjunction with HX: The Hotel Experience  
and Boutique Design New York (BDNY)



ICON TRIBUTE BOOK HONORING  
ESTHER COHEN

**PRICES**

Full Page ..... \$ 300 USD .....350 CAD  
Half Page ..... \$ 200 USD .....250 CAD  
Quarter Page ..... \$ 100 USD ..... 125 CAD

**SPECIFICATIONS**

**CONTENT:**

The material furnished must be a tribute only and not an advertising piece.  
Company may include logo and business address in tribute.

**AD SIZES:**

**Full Page:** 7 1/2" W x 8" H

**Horizontal Half:** 7 1/2" W x 3 7/8" H

**Full Page Bleed:** 8: x 8.5" (ADD 1/8" bleed all around)

**Quarter:** 3 5/8" W x 3 7/8" H

**MECHANICAL SPECIFICATIONS**

Saddle-stitched; opens flat. Trim size is 8"W x 8.5"H. On bleed ads, keep reading and live matter 1/2" from trim edges.

**PREFERRED DIGITAL FILE FORMATS**

Accepted file formats: PDF, PhotoShop (psd or tiff), or Adobe Illustrator eps

All ads are CMYK, Resolution: 300 dpi

All printer marks should be offset from the trim by .125".

PDF: PDF FILES must be hi-res, print-ready PDF-X1a. CMYK, all fonts must be embedded; 300 dpi

We do not accept film of any type.

**MEDIA**

Files can be submitted by email: info@newh.org, or call for FTP instructions.

**FAX AND MAIL**

Fax or mail insertion orders and instructions.  
Fax: 800.693.NEWH.

Mail ad material and payments to:  
NEWH  
Post Office Box 322  
Shawano, WI 54166-0322

**DEADLINE FOR SUBMISSIONS: INSERTION ORDER – 7 SEPT 2018 | ARTWORK – 28 SEPT 2018**

**Thanking NEWH's 2018 Corporate Partners**

**Benefactor:** DURKAN HOSPITALITY | FABRICUT CONTRACT/S. HARRIS | RH CONTRACT | SIGNATURE | ULSTER **Patron:** AMERICAN LEATHER | BERNHARDT HOSPITALITY  
| DELTA FAUCET COMPANY | ELECTRIC MIRROR | HOSPITALITY DESIGN GROUP | HOSPITALITY MEDIA GROUP LLC | INSTALLATION SERVICE GROUP | MILLIKEN FLOORS  
| MOEN INCORPORATED | P/KAUFMANN CONTRACT **Supporting:** AMERICAN ATELIER, INC. | ARTERIORS CONTRACT | ARTLINE GROUP | ASHLEY LIGHTING, INC. |  
BRINTONS | CRYPTON + NANOTEX | FABRIC INNOVATIONS, INC. | KIMBALL HOSPITALITY | LEXMARK+HOSPITALITY | LILY JACK | MANDY LI COLLECTION | MASLAND  
HOSPITALITY | MITYLITE | PORCELANOSA USA | RICHLOOM CONTRACT | THE ROBERT ALLEN DURALEE GROUP | SEM FIM | SERTA INTERNATIONAL | SÉURA INCORPORATED  
| SHAW HOSPITALITY | SHELBY WILLIAMS | SUMMER CLASSICS CONTRACT | TROPITONE FURNITURE COMPANY | VAUGHAN BENZ | W A L T E R S

**INSERTION ORDER**

Contact Person: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**TRIBUTE SIZE:**

Full Page.....\$ 300 USD..... 350 CAD

Half Page ..... \$ 200 USD..... 250 CAD

Quarter Page ..... \$ 100 USD..... 125 CAD

**Total Due \$:** \_\_\_\_\_

**PAYMENT INFORMATION:**

All opportunities must be paid in advance by check or credit card prior to posting.

Check is enclosed (Please mail check payments to: NEWH, Inc., Post Office Box 322, Shawano, WI 54166)  
Make checks payable to: NEWH, Inc.

VISA       MasterCard       American Express       Discover

You may fax your credit card payment to: 800.693.NEWH

\_\_\_\_\_  
Credit Card Number Expiration Date

\_\_\_\_\_  
Billing Address, including Zip/Postal Code CVC Code

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

NEWH, Inc. is authorized to insert our Esther Cohen Tribute into the tribute book that will be distributed at the Gold Key Awards Reception. We agree to pay at the rates and under the conditions shown in the rate information attached. Copy deemed objectionable by publisher for any reason may be rejected.

\_\_\_\_\_  
Signature/Date Name (Printed)

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