



How many times can you celebrate being in business 25 years?

(Yes, that's a trick question.)

What does one do to celebrate 25 years?

If you are Hospitality Upgrade you take a look back, in this case way back. The first computer systems for hotels were front office systems. Do you remember EECO? MICOR? In the world of sales and catering did you know that Delphi had a competitor? No, not Daylight, think Miracle. Today it is the OTA, but do you remember THISCO? How about Confirm?

Jon Inge was coaxed out of retirement to help us create the History of Technology. This special issue will be available in print at HITEC and digitally after the show. History doesn't change which is why this special issue will remain popular for years to come. If you would like to add your company to this project, share a congratulatory message celebrating our 25 years. We have limited space so please get back to us as soon as possible. This issue will be talked about for many years to come. We hope you will want to be part of history!

Space is limited!

All HoT special edition space reservations, payments and materials must be in by May 24.

Yes, I want to congratulate Hospitality Upgrade!

Yes, I want to share our company's success!

- Please reserve our 1/2-page spot (\$995).
- Please reserve our 1/4-page spot (\$495).
- Please reserve our 1/6-page spot (\$350).

Call Anne Boon 678.802.5304 with your credit card information.

Name: _____
 Company: _____
 Phone: _____
 Email: _____

Email your congratulatory box to Savannah@HospitalityUpgrade.com.

No time to create your own?
 Send us your message and your logo so we can create it for you!
 (Additional fee applies.)

1/6 page - \$350
 (2.25 x 4.875)



1/4 page - \$495
 (4.75 x 4.875)



1/2 page - \$995
 (7.25 x 4.875)



Congratulations to the team at Hospitality Upgrade for 25 years

As we celebrate our 18th year, Digital Alchemy looks forward to many more years offering our CRM and mobile solutions. Your magazine has set a standard for how technology should be reported and your Executive Vendor Summit has been a great experience for me for 11 years now. You have been a great partner as Digital Alchemy continues to grow and we look forward to growing with you for many more years.

Digital Alchemy
 Making Hospitality Personal
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DON HAY
 Founder/CEO of Digital Alchemy

Questions? Please contact Anne Boon at 678.802.5304 or Anne@HospitalityUpgrade.com.