



FOR IMMEDIATE RELEASE

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**HSMIAI TO HONOR NET CONVERSION WITH PLATINUM, SILVER, & BRONZE ADRIAN AWARDS FOR TRAVEL
MARKETING EXCELLENCE**

*Award Winners to be Recognized for Heroic Efforts and Achievements at the HSMIAI Adrian Awards Gala
February 20, 2018, in New York City*

NEW YORK, N.Y. (February 20, 2018) – The Hospitality Sales & Marketing Association International ([HSMIAI](#)) will honor **Net Conversion** with a **PLATINUM, GOLD**, two **SILVER**, & one **BRONZE** Adrian Award for **DIGITAL MARKETING** excellence for its winning entry in the 61st annual Adrian Awards, the largest and most prestigious global travel marketing competition.

Net Conversion is thrilled to receive this year's highest honor, a **PLATINUM AWARD** in **DIGITAL MARKETING** for the **NBA'S ORLANDO MAGIC 2016-2017 SEASON – INTERNATIONAL TOURISM**. Net Conversion and The Orlando Magic struck up their client/agency partnership 5 years ago, in 2013, when The Magic strategically began investing more heavily in digital marketing efforts and launched their first AdWords campaigns during the 2013–14 NBA season.

"We are very proud to be included amongst such a distinguished group of companies."

-Ryan Fitzgerald & Frank Vertolli

Net Conversion ([www.net-conversion.com](#)) provides paid digital marketing and comprehensive analytics services that help clients leverage all sources of data to drive measurable business results. The agency was founded in early 2007 by long-time friends and colleagues, Frank Vertolli and Ryan Fitzgerald.

"The theme of this year's Adrian Awards is 'Be a Travel Marketing Super Hero.' It's fitting because the winners have all taken bold and dynamic approaches that inspire and advance the hospitality industry as a whole." Robert A. Gilbert, CHME, CHBA, president and CEO of HSMIAI. "We look forward to celebrating these trailblazers and sharing their exceptional work at the Adrian Awards Gala."

Net Conversion will be honored during the HSMIAI Adrian Awards Gala on February 20, 2018 at the New York Marriott Marquis. Attended by more than 1,000 hospitality, travel, and tourism marketing executives, this black-tie affair is a must-attend industry event. The Adrian Awards Gala will celebrate award-winning work, lifetime achievement, and the HSMIAI Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization.

Winning entries will be viewable in the winners' gallery on the Adrian Awards website and in a special article. Visit [www.AdrianAwards.com](#) for more information on the event and competition and to view the Adrian Awards Winners' Gallery.

About HSMIAI

The Hospitality Sales and Marketing Association International (HSMIAI) is committed to growing business for hotels and their partners, and is the industry's leading advocate for intelligent, sustainable hotel revenue growth. The association provides hotel professionals & their partners with tools, insights, and expertise to fuel sales, inspire marketing, and optimize revenue through programs such as [HSMIAI ROCET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMIAI is a membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMIAI at [www.hsmia.org](#), [www.facebook.com/hsmia](#), [www.twitter.com/hsmia](#) and [www.youtube.com/hsmia1](#).

About Net Conversion:

We're a digital media company who's come a long way in a short time by being the best at what we do. For additional information, visit [www.net-conversion.com](#).