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**HSMIAI TO HONOR THE DAVID L LAWRENCE CONVENTION CENTER WITH A SILVER ADRIAN AWARD FOR
OUTSTANDING DIGITAL MARKETING**

*Award Winners to be Celebrated at the HSMIAI Adrian Awards Gala
January 22, 2019, in New York City*

NEW YORK, N.Y. (January 22, 2018) – The Hospitality Sales & Marketing Association International ([HSMIAI](#)) will honor the DAVID L LAWRENCE CONVENTION CENTER with a Silver Adrian Award for digital marketing excellence for its winning entry in the 62nd annual Adrian Awards, the largest and most prestigious global travel marketing competition.

“The David L Lawrence Conventions Center’s partnership with VisitPittsburgh continues to foster a mutual business relationship, like never before. We feel our websites complement each other like no other destination, providing the visitor an extraordinary and seamless digital experience,” said Tim Muldoon, General Manager of the David L Lawrence Convention Center.

“Convention Centers are leading vital innovation in the travel marketing space,” said Gregg Shapiro, President and Chief Creative Officer of Tempest. “We are so happy to see our partners being recognized for their important work to share their story with travelers and foster economic growth for the region.”

“The Adrian Awards celebrate travel marketing innovators whose awesome creativity and hard work are integral not only to the success of their companies, but to the continued growth of the hospitality industry as a whole,” said Robert A. Gilbert, CHME, CHBA, president and CEO of HSMIAI. “HSMIAI will be proud to recognize these award winners and their outstanding campaigns at the Adrian Awards Gala.”

The David L Lawrence Convention Center will be honored during the HSMIAI Adrian Awards Gala on January 22, 2019 at the New York Marriott Marquis. Attended by nearly 1,000 hospitality, travel, and tourism marketing executives, this elegant affair is a must-attend industry event. The Adrian Awards Dinner Reception & Gala, recognized as a Top 100 Event in New York City by BizBash, will celebrate award-winning work and the people behind it, 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. Visit www.AdrianAwards.com for more information on the event and competition and to view the Adrian Awards Winners’ Gallery.

About HSMAI

The Hospitality Sales and Marketing Association International (HSMAI) 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 [HSMAI ROCET](#), [Adrian Awards](#), and [Revenue Optimization Conference](#). HSMAI is a membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. Connect with HSMAI at www.hsm.ai, www.facebook.com/hsm.ai, www.twitter.com/hsm.ai and www.youtube.com/hsm.ai.

About Tempest

Tempest is an award-winning, fiercely independent travel marketing agency and CRM provider delivering a seamless integration of products, creative solutions, and world-class client service with integrity and transparency. We move people to embrace travel through meaningful brand experiences and provide measurable client success.

About the David L Lawrence Convention Center

Pittsburgh's environmentally-smart, LEED® Platinum Certified David L. Lawrence Convention Center located in Pittsburgh is owned by the [Sports & Exhibition Authority of Allegheny County](#). This 1.5 million square foot facility features 313,000 square feet of exhibit space, 37 loading docks, 53 meeting rooms and a 31,000 square foot ballroom. The building's dynamic architectural design is like no other convention center offering breathtaking views, open terraces, and a suspended roof structure. In 2014, the DLCC was named "Best in Show" in Food and Beverage by PCMA.