



MARKETING WITH **IMPACT**
Your Single Source for the Knowledge and Tools You Can Use

This edition of Marketing With Impact will be posted on [Live Wire](#). If you would like to add anyone to the distribution list, please email ExecuStayMarketing@oakwood.com.

Week of July 29, 2013

GENERAL ANNOUNCEMENTS



Brand on Demand - New Materials Added!

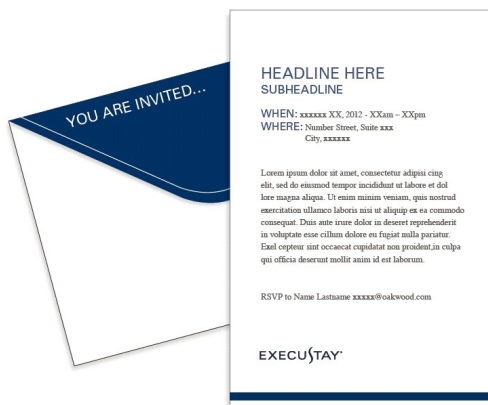
Don't forget to visit Brand on Demand for access to new brand materials added every day!

Coming soon!

- 1 ExecuStay Market Flyer
- 1 Two new back cover options for the ExecuStay brochure

New to the site

- 1 ExecuStay Generic Evite



New Rate Sheet added to Live Wire

If you need a quick reference for all Brand on Demand print costs, please refer to the new rate sheet posted on Live Wire in the Brand/Marketing Section under Brand on Demand.

EXECUSTAY [®]	
Rate Sheet for Brand on Demand Printed Materials	
Ads 100# Matte Text paper, 1 sided	
100x563.00	
250x588.00	
500x5127.00	
1000x5208.00	
Evite 100# Matte Text paper, 1 sided	
100x563.00	
250x588.00	
500x5127.00	
1000x5208.00	
Flyers (Horizontal/Vertical) 100# Matte Text paper, 1 sided	
100x563.00	
250x588.00	
500x5127.00	
1000x5208.00	
Brand Brochure 80# Matte Cover on the outside and 100# Matte Text on the inside pages	
100x5332.12	
250x5496.00	
500x5758.20	
1000x51284.80	
Rack Cards (Standard Back or Styled Back) 100# Silk Cover	
100x5123.00	
250x5157.00	
500x5123.00	
1000x5324.00	
Property Profile 100# Matte Text paper, 1 sided	
100x563.00	
250x588.00	
500x5127.00	
1000x5208.00	

Oakwood Worldwide Sponsors Consulting Webinar!

Oakwood Worldwide is sponsoring an upcoming webinar with Consulting Magazine on **"Road Warriors: Solving the Work/Life Balance Crisis."** The webinar will take place Wednesday, August 14, 2013 at 1:00 pm ET.

The webinar will explore the biggest impact on employee satisfaction levels and what leaders can do to ensure success. Industry speakers will offer an insider's view of some best practices firms are using to ensure a healthy and sustainable work/life balance.

Kathy Eicholtz, Oakwood Worldwide Director of Sales-East, is the sponsor speaker who will share how Oakwood Worldwide can partner with consulting firms to meet their work/life balance goals.

For more information and to register, [view details here](#). An email on this event will be distributed via Consulting Magazine to their 12,000 subscriber list in addition to Oakwood Worldwide's consulting contacts. Should you have any questions, please contact [Terri Jean-Charles](#), Marketing Manager.

Tradeshows

Oakwood Worldwide will be participating in the GBTA (Global Business Travel Association) 2013 Annual Convention, on August 4-7 in San Diego, CA. The conference is dedicated to the global business traveler and provides a great opportunity to network with business travelers and industry suppliers in one place. Oakwood Worldwide will hold a raffle each day to encourage visitors to our booth (#3326). We are promoting our presence at the event in several ways, including a pre-show DPC and social media posts on the Oakwood Worldwide and ExecuStay Facebook and Linked In pages.

The graphic is a promotional flyer for Oakwood Worldwide's booth at the GBTA Convention 2013. It features the Oakwood Worldwide logo at the top left. The main text reads "VISIT US AT THE GBTA CONVENTION 2013" in large, bold letters, followed by "San Diego Convention Center, San Diego, CA August 4-7, Booth #3326". Below this, a small paragraph states: "Every time an employee travels for business, there is a unique set of needs to consider. Oakwood Worldwide's global expertise and local market knowledge provides you with the corporate housing solution that's right for you and your organization." A button labeled "SCHEDULE AN APPOINTMENT" is positioned below the paragraph. Further down, it says "FOR MORE INFORMATION, PLEASE CONTACT:" followed by fields for "Associate Name:", "Email:", and "Phone:". On the right side of the graphic, there are three images: a city skyline at night, a modern hotel interior with a sofa and lamp, and a person sitting at a desk with a view of the Eiffel Tower. At the bottom right, the logos for "Oakwood" and "EXECUSTAY" are displayed. Small text at the bottom left indicates "© 2013 Oakwood Worldwide" and "GBTA Code: 102".

If you have any questions regarding Brand on Demand, the CustomPoint Print Portal and other general marketing inquiries, please reach out to the Marketing Team at ExecuStayMarketing@oakwood.com.

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