



MAYDAY



Mayday is making everything
for the Hotel & Hospitality industry

Mayday is a full-service creative agency in New York,
combining design, technology, business & culture to craft
effective brand systems and beautiful user experiences.

CAPABILITIES



TECHNOLOGY

Websites & eCommerce
Software & Web Applications
Mobile Applications
Interactive Installations



BRANDING

Logo & Identity Design
Graphic Systems
Art Direction
Creative Direction



MEDIA & CONTENT

Photography
Video Production
Illustrations
Copywriting



STRATEGY

Product Definition
Business Strategy
Brand Messaging
Product Rollout



COMMUNICATIONS

Social Media
Marketing Collateral
Narrative Development
Internal Training



USER EXPERIENCE

Information Architecture
Wireframing
Prototyping
User Interface Design

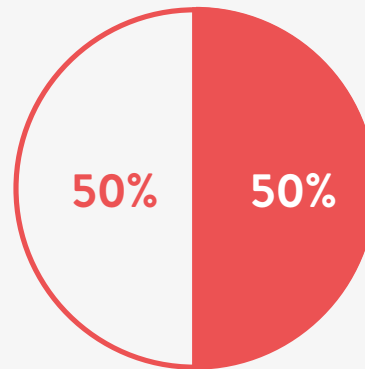
CLIENTS

By working with Fortune 500s, early-stage companies, and everyone in between, we make sure we bring a start-up's nimbleness to major corporations looking for innovation, and big company due diligence to fast-moving start-ups.



SELECTED EARLY-STAGE COMPANIES

GrownOcean	Lee Savage
SocialAlpha	Common
The Hourly Nerd	Fluent City
The Vision Lab	FinTech Collective
MoneyLion	Trumid Financial



We roughly split our time between early-stage and large companies to draw inspiration and process from each.



SELECTED LARGE COMPANIES

Marriott	Olympics
Viacom	Facebook
Nescafe	Yahoo!
Google	Levi's
P&G	Unilever

CLIENTS

Mayday works across most verticals, drawing inspiration and insight from organizations across the board.



FINANCIAL SERVICES

Social Alpha
Money Lion
Trumid
FinTech Collective
Advizr



EDUCATION

Fluent City
Three Ring
Kidhoo
CCSE



REAL ESTATE

Common
Douglas Elliman
Broadstone Court
The Haynes House
RealtyMaps
Anbau



HOTEL & HOSPITALITY

Loews
Autograph Collection
Lifestyle Collection
Algonquin Hotel
The Mayflower Hotel
The Essex House
RLounge



FASHION & BEAUTY

Levi's
TopShelf
The Row
Carrie Parry
Emily Driscoll
Lee Savage
Shiseido
JC Penny



CONSUMER PACKAGED GOODS

UbyKotex
Funyuns
St. Ives



CONSUMER TECHNOLOGY

Tumblr for Brands
Tumblr Roadshow
Yahoo! Advertising
Google Photos
Microsoft
Instagram



ARTS & CULTURE

Arts Council of Princeton
NoMad Alliance



MEDIA & ENTERTAINMENT

MTV - Shannara
The Daily Show
BroadCity
Workaholics
SyFy - The Magicians
Entertainment Tonight
True.ink



LOEWS HOTEL

www.loewshotels.com



STRATEGY



COMMUNICATIONS



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TECHNOLOGY



BRANDING



MEDIA & CONTENT



PHILADELPHIA MINI PRETZEL FONDUE DISPLAY

Warm Mini Cream Cheese Sauce, Sharp Cheddar Cream Cheese Dip, Double Cheese Dipping Sauce, Cheese Sauce and Mustard

\$12 / guest

SANDWICH DISPLAY

Choose Three Sandwiches

Mini Italian Hoagies with Italian Meats and Sharp Provolone Cheese, Mini Reuben Sandwiches with Au Jus and Swiss, Mini Cold Cut Cheese, Grilled Turkey & Brie with Bacon, Mini Burger with Blue Cheese

\$24 / guest

FLAT BREAD DISPLAY

Choose Three Flatbreads

Pesto with Sun-Dried Tomatoes & Goat Cheese, Smoked Chicken BBQ, Grilled Shrimp & Fresh Bread, Meat Lovers, Three Cheese, Fig & Goat Cheese

\$18 / guest

LOEWS COFFEE SHOPPE

Freshly Brewed Coffee, Decaffeinated Coffee and Tea, Flavored Syrups & Flavored Creams, Rock Candy Syrups, Chocolate Mini Sticks, Chocolate Shavings, Whipped Cream

\$12 / guest

All prices subject to 12% Gratuity and Applicable Taxes



CLASSIC CONTINENTAL

Freshly Squeezed Orange Juice, Grapefruit Juice, and Cranberry Juice, Scrambled Fresh Fruit with Vanilla Bean Yogurt, Assorted Croissants, Muffins and Danishes, Local Philadelphia Ragù with Cream Cheese, Fresh Potatoes & Swiss Butter, Freshly Brewed Coffee, Decaffeinated Coffee, Assorted Teas

\$26.00 / guest

RITTENHOUSE BUFFET

Freshly Squeezed Orange Juice, Grapefruit Juice, and Cranberry Juice, Shred Fresh Fruit with Seasonal Berries with Greek Yogurt, Individual Light & Fat Free Yogurts, Breakfast Croissants with Raspberry, White & Swiss Muffin, Cage Free Scrambled Eggs, Sautéed Fresh Breakfast Potatoes, Peppers & Cheese, Philly Cream Cheese Sauté, Freshly Toasted Crisp Sausage, Bacon and Breakfast Sausage

\$40.00 / guest

All prices subject to 12% Gratuity and Applicable Taxes

SUNRISE BUFFET

Freshly Squeezed Orange Juice, Grapefruit Juice, and Cranberry Juice, Shred Fresh Fruit with Seasonal Berries with Vanilla Bean, Yogurt, Individual Light & Fat Free Yogurts, Cage Free Scrambled Eggs, Sautéed Fresh Breakfast Potatoes, Crisp-Tender Bacon and Breakfast Sausage

\$36.00 / guest

LOVE PARK BRUNCH

30 Guests Minimum

Freshly Squeezed Orange Juice, Grapefruit, Tomato, Apple and Cranberry Juices, Fruits Fresh to include, Mango & Papaya, Grapes, Passion Fruit with Greek Yogurt & Wild Berries, Omelette with Caramelized Apples, Philly's Finest Bagel Selection, Bannet, Cream Cheese, and Preserves, Sautéed Sausage with Red Onions, Breakfast Potatoes and Cream Cheese, Crisped Egg Sandwich with New York Swiss Cheddar & Hickory Bacon, Cheddar French Toast with Maple Butter/Chicken Apple Sausage & Turkey Bacon Potatoes, Latkes with Sour Cream & Apple Sauce

\$44.00 / guest



MAKE YOUR OWN BLOODY MARY & MIMOSA BAR

Tomato Juice, Select Vodka, Worcestershire Sauce, Hot Sauce, Lemons & Limes, Peppers, Celery Stalks, Dill Pickles & Green Olives, Fresh Squeezed Orange Juice, Passion Fruit, or Grapefruit Juice with Bubbly

\$11 / guest

OMELETTE STATION

Made to Order with Cheese, Ham, Bacon, Lett, Onions, Peppers, Mushrooms, Spinach and Tomatoes

\$10 / guest

BELGIUM WAFFLE STATION

30 Guests Minimum

Warm Maple Syrup, Strawberry Preserves, Cinnamon Sugar, Powdered Sugar, Blueberries, Chocolate Chips & Whipped Cream

\$10 / guest

All prices subject to 12% Gratuity and Applicable Taxes



MENUS

Enchanted for your consideration, are Loews Philadelphia Hotel catering menus. Entrees include Chef's selected vegetables, dinner rolls with sweet butter and coffee & tea service. Chef can also accommodate guests with dietary requests. In addition to your wedding reception, we would be delighted to discuss the bridal shower, rehearsal dinner, and bachelor and bachelorette parties.

PRICING

Menu prices are subject to 12% gratuity and appropriate Pennsylvania sales tax to all food charges. Prices are current and subject to change.

GUEST ATTENDANCE

The guaranteed number of guests to be in attendance is required 72 business hours prior to your event. Final attendance cannot be lowered, but can be increased. If the guaranteed attendance is not received within the above time frame, you'll be charged for the most recent estimated attendance or actual attendance, whichever is greater.

COAT ATTENDANT & VALET PARKING

A coat attendant as well as valet parking is available at prevailing rates. This fee can be individually paid by your guests or applied to the master account as best paid. Non-hosted event parking is subject to availability.

DECORATORS, MUSICIANS & PHOTOGRAPHERS

Your catering specialist will be delighted to provide suggestions and recommendations.

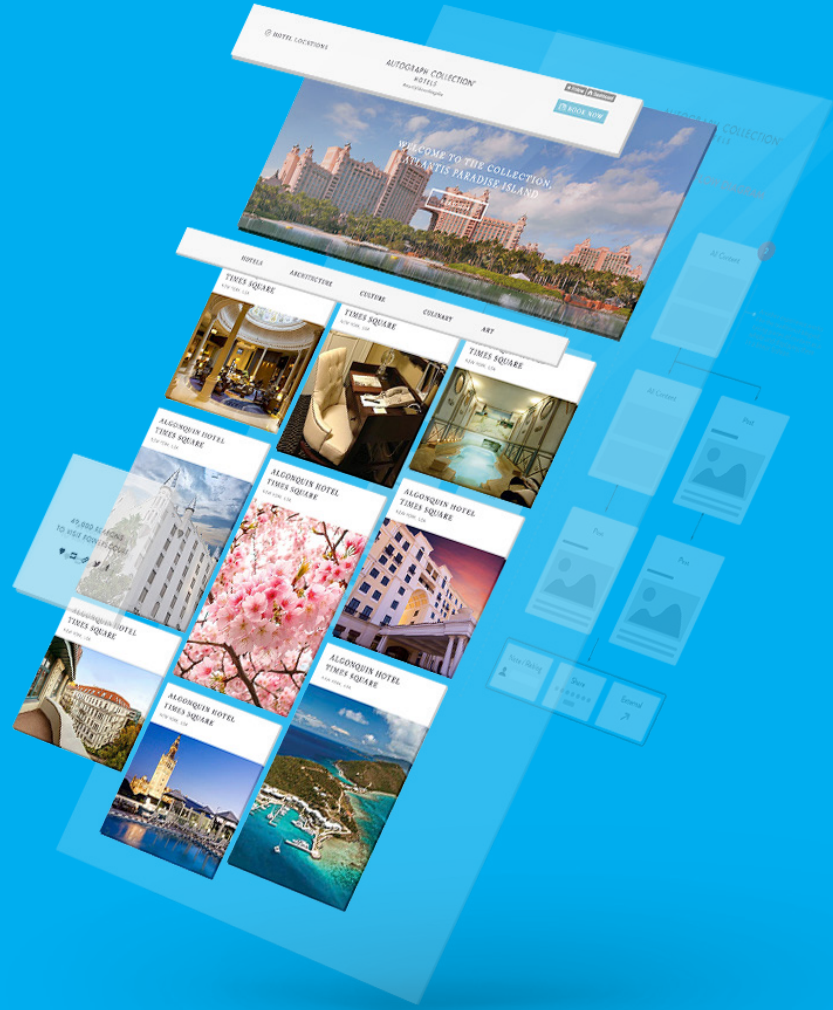
Menu prices are subject to 12% gratuity and appropriate Pennsylvania state sales tax to all food and beverage charges. Prices are current and subject to change.

Chef attendant fees are \$100 per attendant



**AUTOGRAPH
COLLECTION**

www.autograph-hotels.marriot.com



STRATEGY



COMMUNICATIONS



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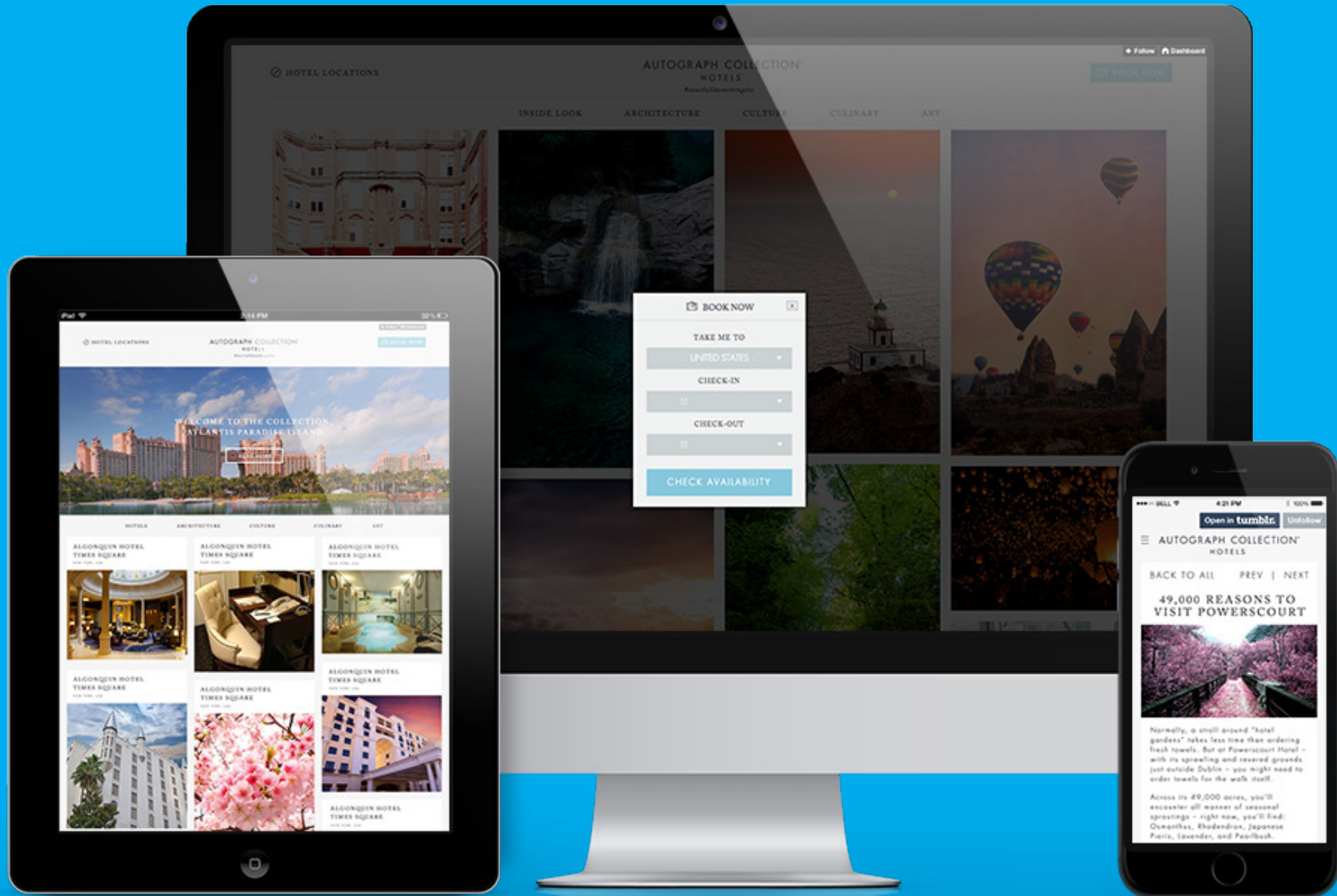
TECHNOLOGY



BRANDING

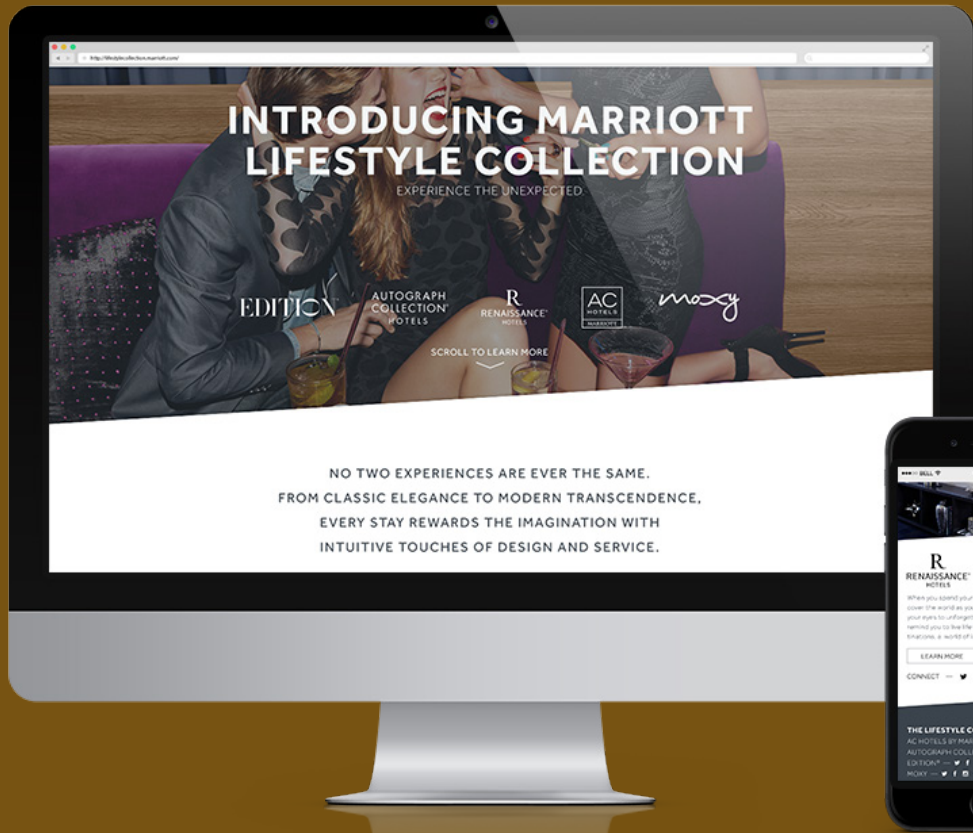



MEDIA & CONTENT

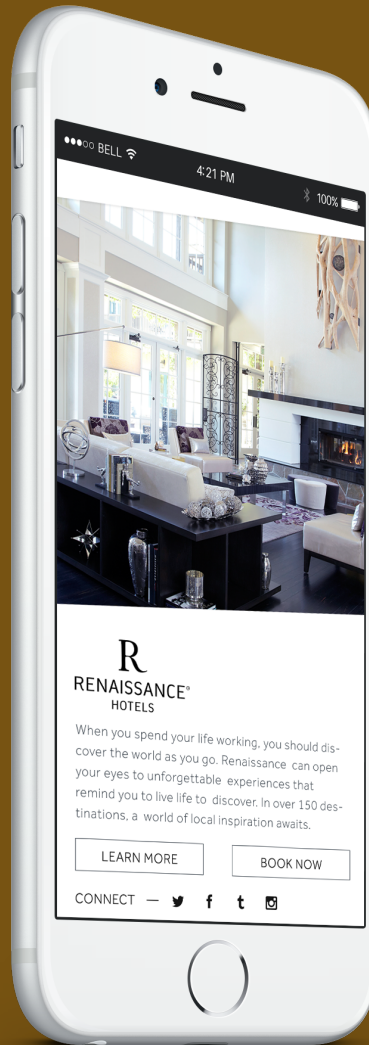
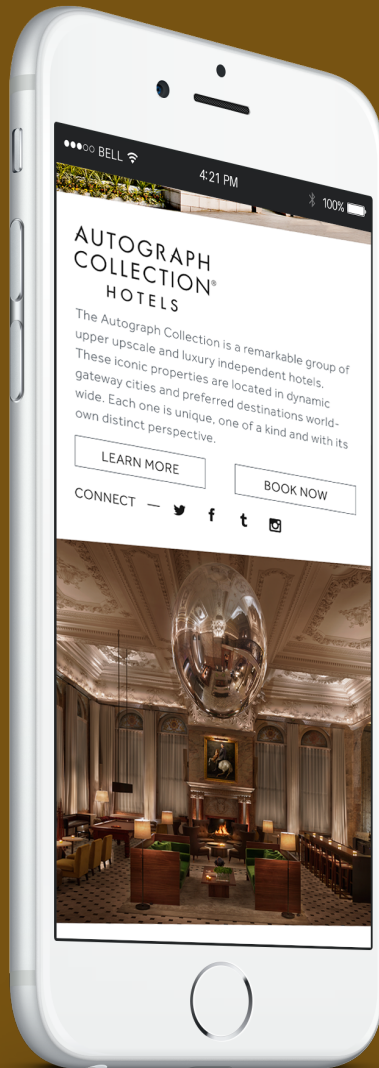




MARRIOT LIFESTYLE COLLECTION
www.lifestylecollection.marriott.com



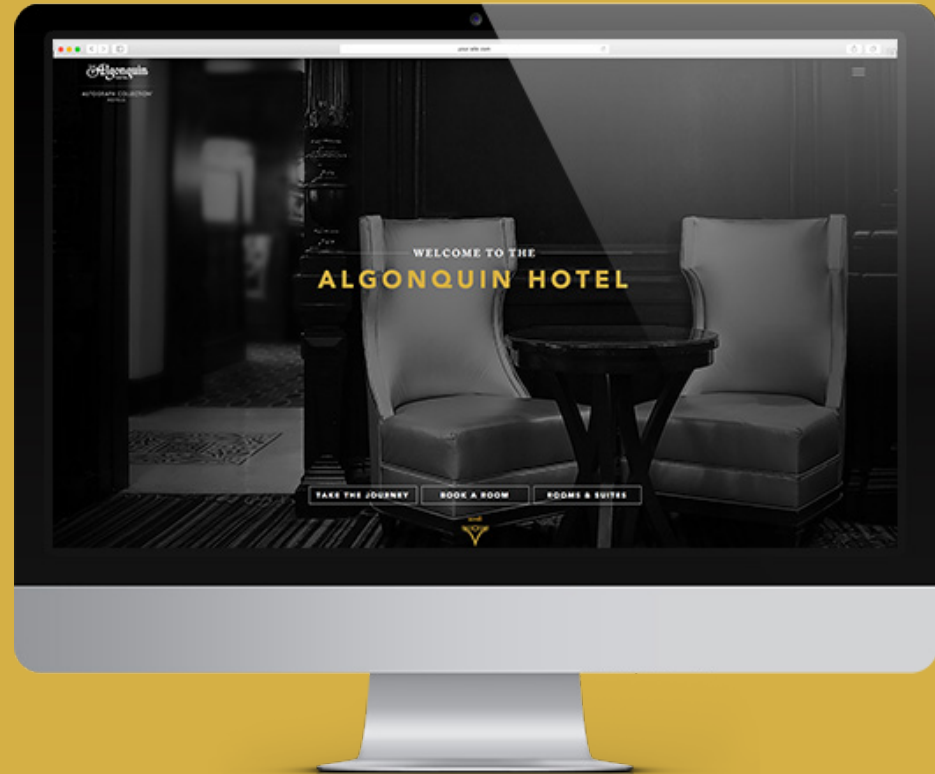
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 MEDIA & CONTENT





THE ALGONQUIN HOTEL

algonquinhotel.com



STRATEGY



COMMUNICATIONS



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TECHNOLOGY



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MEDIA & CONTENT







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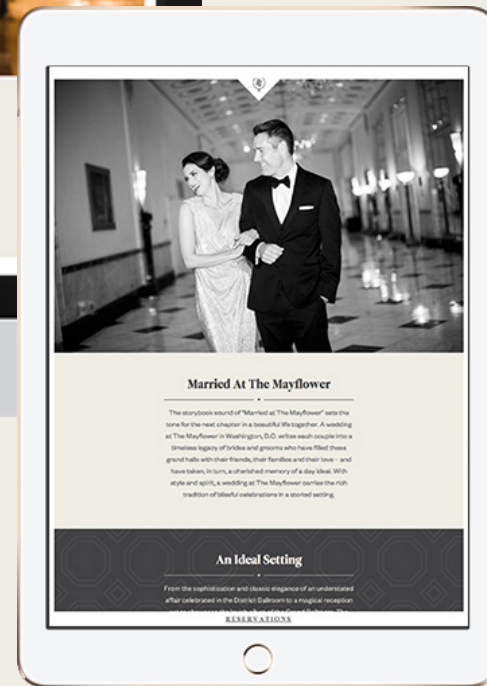
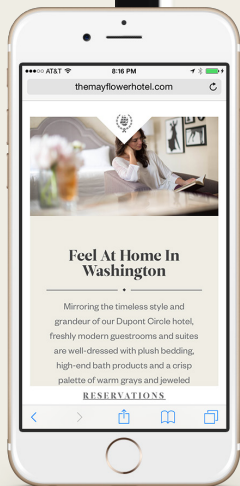
TECHNOLOGY



BRANDING



MEDIA & CONTENT





The Maryflower

EST. 1925

Taste for Toys

A TIME TO GIVE AND A TIME TO RECEIVE

DECEMBER 18TH, 2015
6:00PM - 9:00PM

Get back when you give back. Bring a toy and enjoy a complimentary reception at EDGAR hosted by top culinarians and mixologists. All toys will be donated to the Children's National Hospital.

Raffle prizes include two, \$100 gift certificates to EDGAR, plus one overnight weekend at The Maryflower Hotel with breakfast.

For reservations please call 888-835-5659 or visit www.themaryflowerhotel.com

RECEIVING FAX

If you receive a fax under 30 pages, it is complimentary. A charge of \$3 will be applied to your room account for any fax over 30 pages. We will mail your fax at the Front Desk and illuminate the message light on your phone to let you know one is waiting.

INCOMING FAX

(Front Desk)

2027763802

SENDING

Domestic fax -- \$3 per page

International fax -- \$5 per page

NEED EXTRA TOWELS? HOW ABOUT FLOWERS? A LIMO? ANYTHING YOU NEED IS A CALL AWAY. JUST DIAL "0" AND WE WILL GLADLY ASSIST YOU.

STOP BY THE FRONT DESK, WHERE THE SERVICE IS AVAILABLE 24/7

MESSAGE WAITING LIGHT

The red light indicates that we're holding mail, faxes, or messages for you. Press the Message button to receive.

HIGH-SPEED INTERNET

High-speed internet access starts at \$10 per day per 24 hours.

The Maryflower

EST. 1925

A Landmark Hotel Designed to Inspire

The Maryflower Hotel. A landmark destination in the nation's premier city. A landmark destination in the nation's premier city. A landmark destination in the nation's premier city.

- THE MARYFLOWER HOTEL, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR TOP GOLF AND SPA, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR RESTAURANT, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR BAR, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR GOLF COURSE, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR SPA, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR RESTAURANT, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR BAR, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR GOLF COURSE, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004
- OUR SPA, 1000 MARYFLOWER AVENUE, WASHINGTON, DC 20004

IN SESSION
DO NOT DISTURB



The Maryflower
EST. 1925

— EVENING —

MENU

The Maryflower
EST. 1925

- 1. The Maryflower Hotel
- 2. The Maryflower Hotel
- 3. The Maryflower Hotel
- 4. The Maryflower Hotel

Share Your Story

We want to hear about your experience with us. Please post photos and reviews using the hashtag #TheMaryflowerHotel

ESSEX HOUSE



ESSEX HOUSE

www.essexhouseexplorer.com

A Central Park Tour
by JW Marriott Essex House New York

This Central Park Tour was curated especially for you, through our personal lens from where we sit on Central Park South, overlooking the splendor of this beautiful park. We've highlighted some unique destinations we hope you'll enjoy. Start at your leisure and don't worry if you get lost along the path; our tour arrived and took up to the skyline for the ESSEX HOUSE sign, a beacon to guide you on your way back to the hotel.

A Two Hour Experience

ESSEX HOUSE

Tag your photos with #EssexExplorer. We'll feature the best ones on our Instagram. Last stop: SOUTHGATE Bar & Restaurant for drinks and dining.

Begin Your Journey
Enter the park at Center Drive on Central Park South and 4th Avenue.

Tag your photos with #EssexExplorer at these stops along the tour.

- 01. Class & Checker House** Walk past William Skating Rink on your right, a popular place for ice skating, and stop by the Chess & Checkers House, part of the Children's District created in the 1880s. Look up to see the iconic ESSEX HOUSE sign as you strategize your next move on the board.
- 02. The Arch & Literary Walk** Follow the path on the map and enter the area of the statue of Christopher Columbus. Rows of American elms pave the way through statues of prominent writers. On your right, you'll pass the Hawthorne Bandshell, where artists were encouraged to perform, amongst them: Irving Berlin and Duke Ellington.
- 03. Conservatory Terrace** Descend the grand staircase ahead to Bethesda Terrace, the heart of Central Park. Take in the sandstone carvings depicting the four seasons and the times of day, with music in the air. Keep to the right on the path.
- 04. Conservatory Water** On the right, stroll under the Trefoil Arch to Conservatory Water, where model boats glide. Climbing sculptures include children's favorites, such as Hans Christian Andersen. Further north, Alice in Wonderland holds court with The Mad Hatter and The White Rabbit.
- 05. Loeb Boathouse** Time for a break? Continue on the path to the left. Rent a rowboat or have a treat at the restaurant while the world goes slowly by on the lake. This is a serene space to sit outside with your favorite libation. Insiders know this as the unofficial place to record bird sightings in the restaurant's notebook.
- 06. The Ramble** Wanna get lost in nature? Past Loeb Boathouse and up the hill, follow the middle path to enter the 36-acre Ramble, a wild woodland of paths and greenery. The insiders here are the birds; dozens of species are represented. Making here is for the explorer with a good sense of direction, so explore carefully!
- 07. Delacorte Caric** This whimsical miniature carillon spiral staircase leads you to the highest and best views of the park, with a bird's-eye view of the famous Delacorte Theater, home to Shakespeare in the Park.
- 08. Shakespeare Garden** Descend the castle steps. Fans of the Bard delight in this curated garden where plants and flowers mentioned in Shakespeare's works abound. Quotes from his plays appear on plaques throughout the garden. Take a pic - people will think you took a short trip to the English countryside.
- 09. Garden Cottage** There's something for everyone, even an official marionette theater. In fact, it's one of the last of its kind in the country. Settle in for Peter Pan or Cinderella at this 140-year-old cottage. Take the path behind the cottage and bear left around the bend, leading to Oak Bridge.
- 10. Oak Bridge** Take in the incredible views with your camera. Hint: From here our iconic Essex House shines. Time for another great photo, don't you think?
- 11. Ladies Pavilion** Experience 19th century ornate Victorian design. Pass through the Ladies Pavilion to imagine what it felt like long ago for ladies waiting in the pavilion for the ladies.
- 12. Sheep Meadow** Continue across the vast Sheep Meadow and stop to do your favorite yoga pose. Be sure to tag #EssexExplorer. Follow the Essex House sign back to the hotel. Last stop: SOUTHGATE Bar & Restaurant for drinks and dining.

THE WELLNESS CULINARY CULTURE



STRATEGY



COMMUNICATIONS



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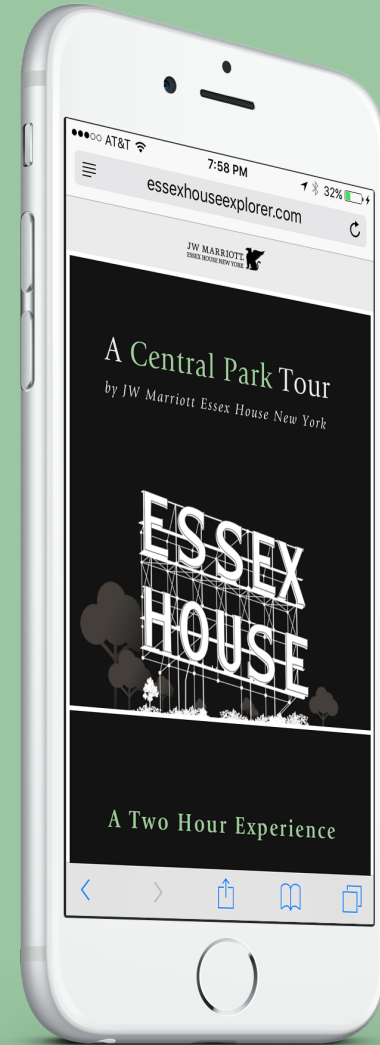
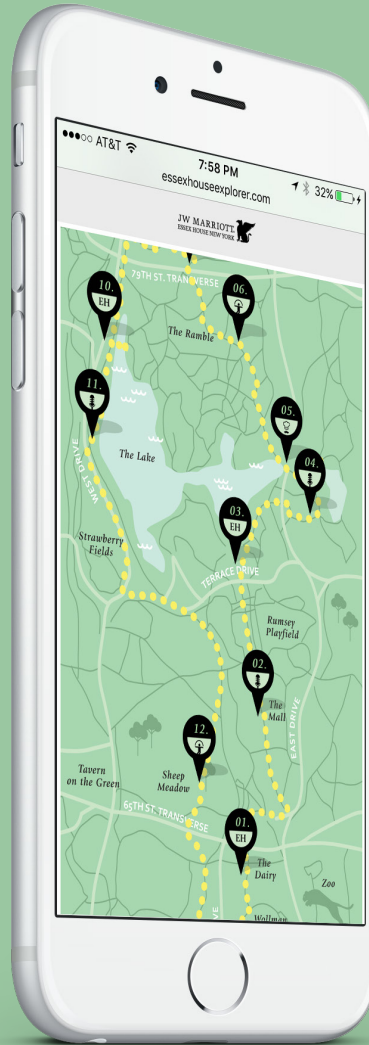
TECHNOLOGY



BRANDING

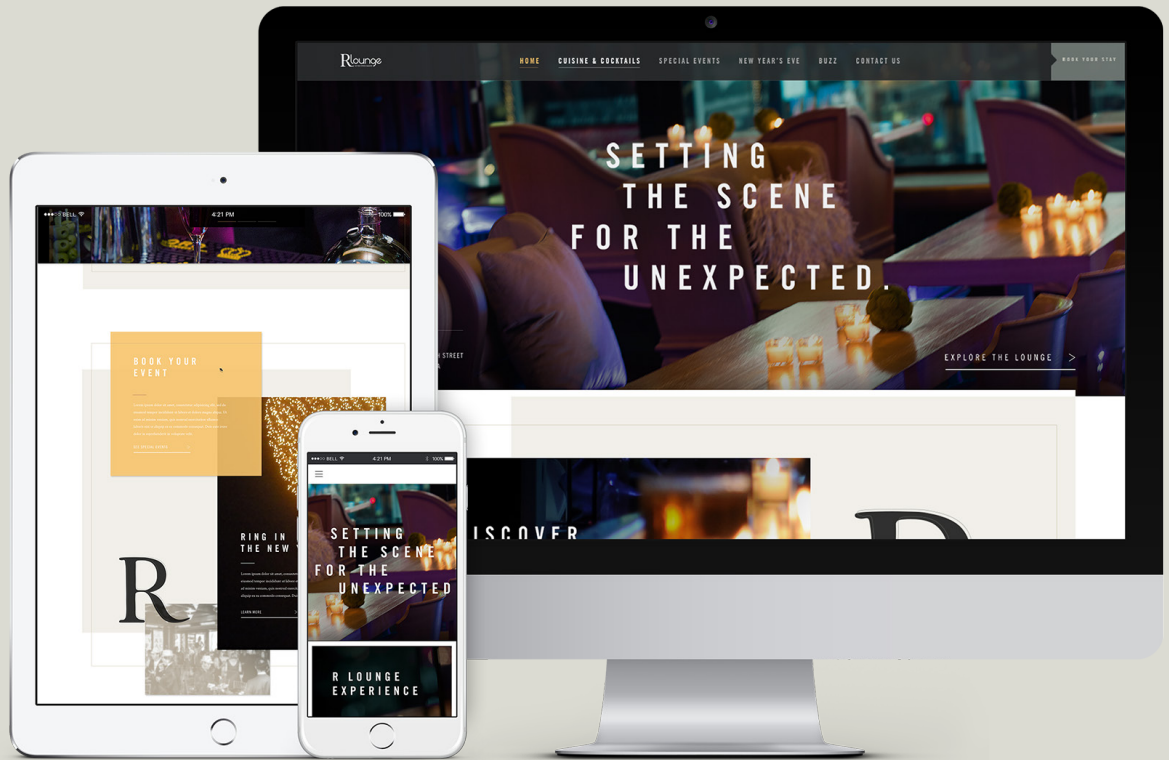


MEDIA & CONTENT





R LOUNGE



STRATEGY



COMMUNICATIONS



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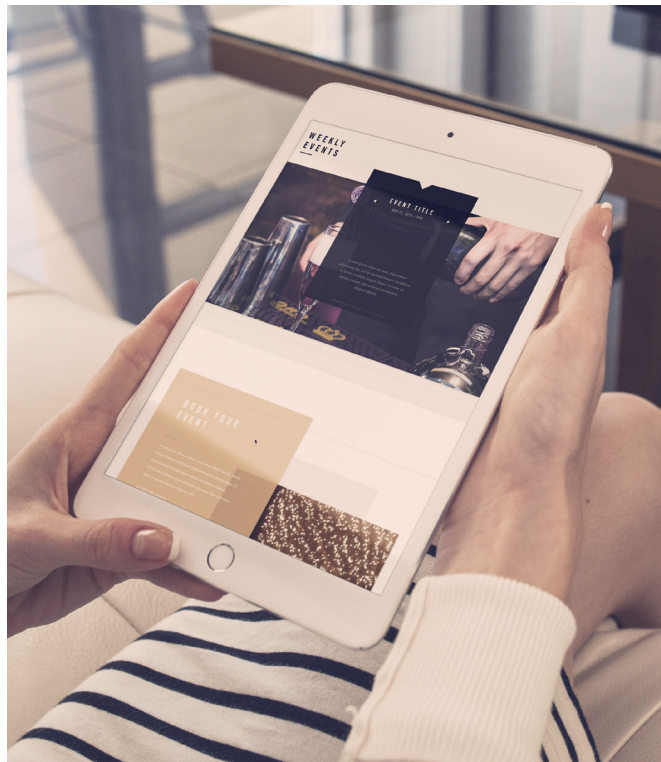
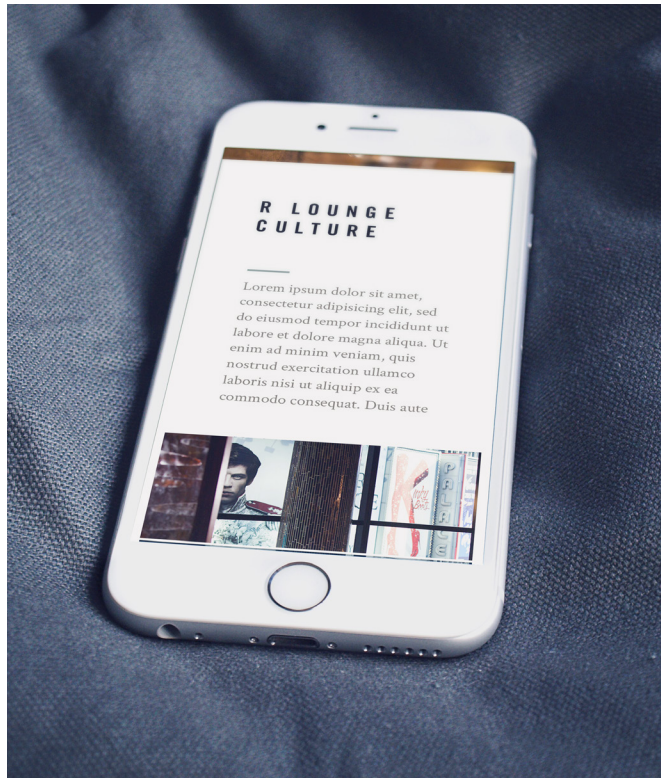
TECHNOLOGY



BRANDING



MEDIA & CONTENT



Rlounge

3RD
FLOOR





THANK YOU