



THE
Sheraton
NEW YORK HOTEL

Journey.
50

Sheraton®
FIFTIETH
ANNIVERSARY



WELCOME

Welcome to the Sheraton New York Hotel, Starwood Hotels and Resorts Flagship Hotel here in New York City.

For 50 years, Sheraton hotels and resorts have been the setting for some of life's most memorable times. From personal events big and small to business handshakes that seal the deal, we've always been there for you. And you've always been there for us too. From our humble beginnings in the US to our international expansion around the globe, Sheraton has been honored to bring people together, near and far.

Over the next few days you will have the opportunity to experience the transformation of our Iconic Hotel. This Flagship Hotel is reinventing and redefining the hospitality experience here in New York City. Throughout our meeting space we tell the story about the transformation of our brand, and the history of our legendary hotel.

Once again, on behalf of our entire team we are honored to be your hosts and encourage each of you to call upon us with any and all requests that we can deliver to make your visit with us more productive and enjoyable. Please have a successful visit.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Sanders". The signature is fluid and cursive, with a large, stylized "S" at the end.

Mark Sanders and The Sheraton New York Hotel Team

Americana Hotel - 1962



Sheraton Centre Hotel & Towers - 1979



While Times Square continues to flourish (it's estimated that 1.6 million people pass through each day), it also continues to evolve—much like our iconic 53-story building, which originally made its debut as the Americana Hotel.

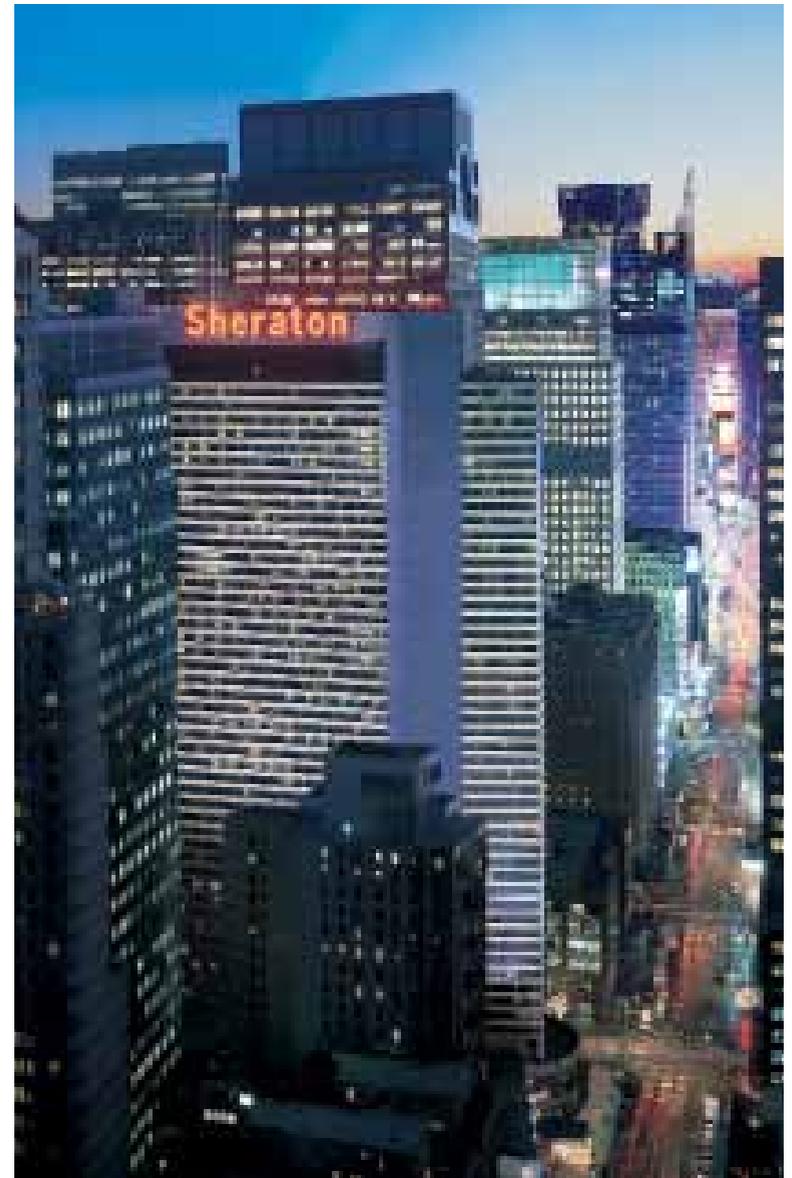
Designed by Morris Lapidus (1902–2001), architect of other famous hotels, including the Fontainebleau and Eden Rock in Miami Beach, Florida, the original building was characterized by simple, clean lines with little ornamentation, which was to become a dominant architectural style used for other New York City landmark skyscrapers. The largest building Lapidus ever designed, the Americana held the distinction at the time of its opening in 1962 of being the first large modern hotel in Midtown, the tallest concrete-framed structure in New York City and one of the largest hotels in the world.

In 1979, the hotel was renamed Sheraton Centre Hotel & Towers. Starwood Hotels & Resorts Worldwide Inc. acquired Sheraton in 1988, adding Sheraton to its impressive roster of renowned brands, including Westin Hotels & Resorts, Element by Westin, Four Points by Sheraton, Le Meridien, The Luxury Collection, St. Regis Hotels & Resorts, W Hotels and Aloft – A Vision of W Hotels. The largest brand in the Starwood family, Sheraton continues to be acknowledged and awarded as the best in the hospitality industry for its service and quality.

Since the hotel's premiere as the Americana, and now as Sheraton New York Hotel, hundreds of thousands of distinguished guests have graced its hallways, including A-list celebrities, industry executives, presidents, world leaders, renowned authors and artists and sports legends, along with families, business travelers and large groups from every market segment around the world.

But it is the present day of which we are most proud. Turning fifty is a milestone to celebrate. It's a time to reflect, to think back on what's been accomplished, and to plan for the future. Today, as the Sheraton New York Hotel celebrates its 50th birthday, it looks ahead to the future of its business, and its world.

Americana Hotel - 1970



Sheraton New York Hotel & Towers - 2004

Americana Hotel double room - 1962



Sheraton New York Hotel double room - 2012



While the history of our hotel is most impressive, we know that we continually have to look ahead to the future to satisfy the needs of today's sophisticated travelers. Part of Starwood Hotels & Resorts' ongoing commitment to enhance its global portfolio, the multimillion dollar renovation of our 1,780-room hotel is just one of several landmark Sheraton hotels that have launched large-scale renovation projects this year.

Recently completed, our renovation included a complete redesign and expansion of our Club Lounge and 1,080 guestrooms and 32 grand suites. Contemporary and sophisticated in design, our guestrooms feature a modern new design and an entirely new overall guestroom experience. Defined by rich color palettes, dramatic graphic patterns and clean lines inspired by the Sheraton's new design scheme, the rooms feature a refined, classic look with a modern touch and elegant feel. The end result is a chic, timeless design positioned to meet the expectations of the Sheraton's sophisticated clientele.

As the flagship property of the Sheraton family of hotels and resorts, we are happy to have you be among the first new generation of guests to experience the sleek new technologies and signature amenities that have helped Sheraton evolve into the dynamic brand that it is today—one that perfectly compliments the rest of the Starwood Hotel & Resorts lifestyle brands.

We hope you'll enjoy the many energizing changes we've made throughout the hotel, including the addition of signature offerings of the brand's recent \$6 billion revitalization effort, including Link@ SheratonsSM experienced with Microsoft[®], The Link Cafe, the Sheraton Fitness Center Powered by Core Performance, and of course, the Sheraton Sweet Sleeper Bed[®].

We want you to rest well when you stay with us. That's why we never rest. Exciting innovations and renovations are planned for the near future as well. We invite you back soon to experience the exciting evolution of Sheraton New York Hotel.



Celebrating their 50th Anniversary – 2012

2012 marks the 50th Anniversary of the first James Bond movie, “Dr. No” which was first aired in 1962 starring Sean Connery. The 50th anniversary is being celebrated by two special exhibits, one with costumes, props and gadgets from the entire series of films, the other with more than 50 vehicles driven in them.

On May 11th 1962, John Lennon and Paul McCartney traveled to New York City, to announce the Beatles’ newly-formed company, Apple. After a day of business meetings on May 12th, and a day of interviews on the 13th, they held a press conference at 1:30pm on the 14th floor at New York’s Americana Hotel, now the Sheraton New York Hotel. Here, John and Paul described their vision and their hopes for Apple.

July 12, 2012, marks the 50th Anniversary of the Rolling Stones’ first gig—making them, according to the Rock and Roll Hall of Fame, the record holders for rock-band longevity.

A half-century after that night at the Marquee Club in London, the Stones (pictured here in 1962) are celebrating their 50th.

This year the Mets are celebrating their 50th Anniversary as a major league franchise. The Mets began in 1962 and over fifty years have accomplished two World Championships. This year however, the organization plans to give its fans a world class celebration. In January the Mets launched their anniversary campaign placing this anniversary logo on all uniforms and hats, as well as a sign on the fence in left-center. Along with this logo, the Mets launched a series of anniversary merchandise and has had special events such as: alumni dinners, the “Greatest Mets of All-Time”, and even special meet-and-greets for season ticket holders.

