



**PREMIUM**  

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**LIFESTYLE GROUP**

**LIFESTYLE - CORPORATE ENTERTAINMENT - EVENTS**

# WE GET TODAY'S TASTES AND STYLES

ENTER AN EXCITING, CONTEMPORARY WORLD OF EXPERIENCES AND  
LEAVE THE UNIMAGINATIVE, FUSSY, AND CLICHÉ FAR BEHIND.

You know that how you entertain and the quality of your events affects your reputation. The same applies to us. We are a seasoned team that has traveled the world, eaten at the restaurants we recommend, gone to the shows, and attended the special events to make sure that they will be enjoyed by you and your clients.

*"We have never had an offsite like the one put together by Premium. Our conference room looked out on famous vineyards in Napa. A local star chef prepared all our meals, pairing them with cult wines from those same vineyards. And our rooms were luxurious and modern. It was the most productive retreat we've had in years!"*





# WE GET TRAVEL

TURN TRAVEL FROM A NECESSARY EVIL  
TO A GREAT BUSINESS OPPORTUNITY.

The little things can change the way you think about getting from A to B. No one looks forward to sitting on an airplane for hours. At Premium, we know all the little details that your clients, employees, and others will thank you for time and again: the unexpected upgrade, a personalized gift, your favorite magazines to help pass the time, a special pillow. A personal touch makes a big difference.

*"A large potential client was coming in for our final meeting. Premium called his assistant and found out his favorite restaurant in New York, his most beloved bottle of wine, and how he likes his pillows. When he arrived he had a bottle of Flowers Pinot Noir waiting in his hotel room, an 8:00 PM reservation at Le Bernardin, and a nice soft pillow on his bed. He was so completely taken back by the effort we showed in making him feel comfortable that it made him realize how we would treat his business."*



# WE GET URGENCY

WE ARE HERE 24/7 TO DELIVER WHAT YOU NEED WHEN YOU NEED IT.

Turn to Premium Lifestyle Group via phone or email anytime. We are always available at a moment's notice to our members. Business may be unpredictable, but we are not.

We know how to deliver. Whether it's ten people needing a private dining room or VIP access to a sought after concert. We make sure everything goes off without a hitch: the chef will stop by to say hello; the car will never leave you; the concert tickets will be front and center; we can even score the backstage pass that will make the entire evening one you will all talk about for months afterward.

*"Recently, we had to entertain a client who had come in last minute for a big meeting and instead of just doing the standard dinner and drinks, Premium put together a Tequila tasting complete with food pairings at a private room at the Soho House. Unforgettable!"*



# WE GET THAT IT NEEDS TO BE UNFORGETTABLE

IF THEY DON'T REMEMBER IT, YOU DON'T PROFIT FROM IT.

We specialize in making lasting memories. Our members know that they can depend on Premium to create experiences everyone will remember in the most positive way. That's a return that will go on for months or even years.

*"I've been to so many "special events" they all blur together. Except for the Kentucky Derby weekend that Premium put together. From the moment we stepped into the limo, we knew we were in the hands of remarkable people. They even stocked the jet with my client's favorite single-barrel bourbon! Smooth sailing from start to finish!"*



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# WE GET PERSONAL

KNOWING THE PERSON MAKES ALL THE DIFFERENCE.

Everyone is different. We spend time getting to know you, your customers, and your executives in order to deliver the most appropriate and effective experiences. By recording the preferences of all the people we come in contact with, we are able to personalize everything on an unprecedented level. We may even know more about that person's tastes than you do.

*"I had a new client visiting from out of town and we had just closed a big deal together. Premium knew our client was a huge Dave Matthews fan and put together an amazing evening. The main event was VIP floor seats to see Dave Matthews. But Premium also got us into a pre-concert VIP party DJ'd by Samantha Ronson, complete backstage access and tour AND a meet and greet with Dave and the band after the concert."*

# JUST SOME OF THE MANY THINGS WE DO EVERYDAY

- Conference planning with on-site concierge provided by Premium.
- VIP Tickets to concerts, exhibits, and sporting events.
- Hotel recommendations and reservations.
- Holiday parties.
- Personalized gift services (flowers, gift baskets, special-occasion presents, etc.)
- First-class travel arrangements (limos, jets, yachts, private residences)
- Private golf club access and tee-time scheduling.
- Special events such as Sundance, Art Basel, the Grand Prix, Fashion Week, The Masters, Aspen Food and Wine Festival, Superbowl, and many more.
- VIP service and upgrades at clubs, lounges, and hotels.
- Car rentals, car service, and all other transportation needs.
- Private personal shopping service.



# PREMIUM BENEFITS YOUR CLIENTS

During these stressful economic times, Premium's services help you let your clients know how much you value their business and show your prospects how far you will go to secure their business.

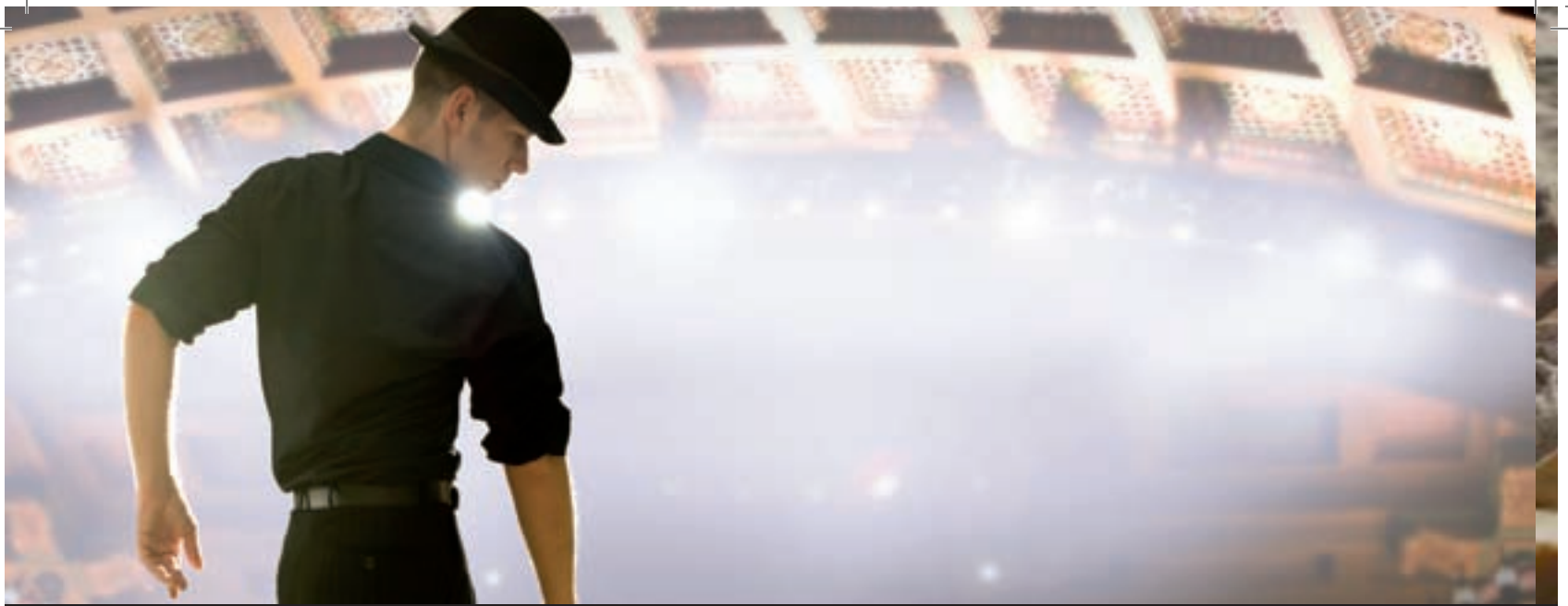
- Everything we do is personalized; and a personal touch makes all the difference with clients.
- Just because it feels expensive, doesn't mean it is. We make every budget work hard.
- Attention to detail is our obsession; you can't afford mistakes and neither can we.
- Everything is fun, fresh, and authentic; we're here to enhance your reputation.
- Our experiences create lasting, positive impressions that clients will always remember you for.



# PREMIUM BENEFITS YOUR EXECUTIVES

- We have years of experience creating desirable, effective incentives for sales forces
- Free up your time to focus on the business, while we create the mind-blowing experiences that get everyone energized
- Keep your top producers happy and loyal with personalized services that show how much you value their contribution
- Premium's services serve as a unique recruiting advantage





# THE CLIENT DIFFERENCE

## ANOTHER CLIENT DINNER VS. THE MEAL OF THE YEAR

Most concierge services can get a reservation at a good restaurant. But why not get the Premium experience with a private room, a personalized tasting menu paired with the perfect wines, a meet-and-greet with the chef that includes making dessert with him in the kitchen?

## SUNDANCE VS. SUNDANCE INSIDE

We've been going to Sundance for many years and we love it. Here's what we have learned: there are two festivals – one for "tourists" and one for real insiders. We know which one you want to go to. Come with Premium and you'll get intimate Q&A time with directors and actors, priority tickets to premieres and parties, access to lounges and private concerts, and meals with star chefs.

## FASHION WEEK VS. RUNWAY INSIDER

We've also been going to Fashion Week for many years. Again, there are two versions and the insider one is where you want to be. Get the backstage view with priority tickets, stimulating talks with designers and editors, scintillating dinners at fashion-week hotspots, and A-List designers after parties.



# THE EXECUTIVE DIFFERENCE

## HOLIDAY PARTY VS. HOLIDAY EXPERIENCE

It's the most important employee event of the year. Yet, most holiday parties end up as cookie-cutter affairs. Instead have an event employees want to go to, not attend because they feel obligated to. Premium does the holidays in great style with exceptional locations, thrilling food and wine, and uplifting entertainment. At very affordable budgets that will surprise you.

## A GIFT CERTIFICATE VS. A PERSONALIZED SHOPPING SPREE

Some extra money to spend on clothes is a great thank you. But a personalized shopping spree with an expert advisor is an experience your people will never forget.

## DINNER OUT VS. A TEAM-BUILDING DREAM DINNER

Looking to reward your sales team? Sure, dinner at a great restaurant can work well. But imagine having a top chef come in to teach everyone how to throw a simple, elegant dinner party with tips on everything from being a perfect host to preparing appetizers that get all the guests involved to what wines to serve.

## CONCERT TICKETS VS. CONCERT EVENING

Looking to acknowledge the music lover? The usual front-row center tickets are great but not necessarily memorable. For a bit more, Premium can arrange for backstage passes, all-evening limo service, and that something personal that will make them talk about it for months.



**PREMIUM**  
L I F E S T Y L E G R O U P

**WE GET IT**

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