



## Annual Membership Meeting and Stars of the Industry Luncheon Sponsorship Opportunities

San Francisco Marriott Union Square  
December 1, 2009

The California Hotel and Lodging Association will hold its Annual Membership Meeting on December 1, 2009 in conjunction with the Stars of the Industry Awards.

### **Annual Membership Meeting**

This year's Annual Membership Meeting will honor CH&LA's 2009 chairperson, Bhupen B. Amin, Chief Operating Officer, Lotus Hotels, Inc., and welcome CH&LA's incoming chairperson, René Boskoff, General Manager of the Monterey Marriott Hotel. The meeting also includes the election of officers and directors.

### **Stars of the Industry**

The *Stars of the Industry* awards program was created more than 40 years ago by the American Hotel & Lodging Association to recognize outstanding accomplishments in the lodging industry. While the categories have evolved over the years, the concept is still the same — to honor lodging employees and properties that best symbolize the quality service of the industry.

CH&LA member properties are eligible to nominate one employee from their staff for *Outstanding Lodging Employee*, *Manager of the Year*, and *General Manager of the Year*. In addition, properties may enter their best public relations programs in five categories of CH&LA's Achievement Awards: *Good Earthkeeping*, *Guest Services*, *Community Service*, *Special Events*, and the *Steven Porter award*.

### **Exhibitor Showcase**

Prior to the luncheon, CH&LA allied members are invited to help sponsor the luncheon and exhibit their products on a limited number of table top displays.



**Bhupen B. Amin**  
Chief Operating Officer  
Lotus Hotels



**René Boskoff**  
Incoming Chair  
Monterey Marriott



Stars of the Industry 2008  
Award Winners



Stefan Muhle, General Manager of the Orchard Hotel in San Francisco accepts the 2008 Good Earthkeeping award from CH&LA President & CEO Lynn Mohrfeld at the 2008 Stars of the Industry Awards



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## Sponsorships Available

- |   |   |
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| <p><input type="checkbox"/> <b>Networking Reception</b> .....\$1,000<br/><i>Includes signage/display at the Networking Reception.</i></p> <p><input type="checkbox"/> <b>Lunch</b> .....\$5,000<br/><i>The best exposure.</i></p> <p><input type="checkbox"/> <b>Complete Event Sponsorship</b>... \$10,000<br/><i>Be the talk of the event by sponsoring the whole event!</i></p> <p><input type="checkbox"/> <b>Event Centerpieces</b> .....\$1000<br/><i>Be the center of attention. Recognition from podium included.</i></p> | <p><input type="checkbox"/> <b>Audio/Visual</b> .....\$1,000<br/><i>Your logo will be displayed prominently in the presentation.</i></p> <p><input type="checkbox"/> <b>Promotional Printing</b> .....\$1,500<br/><i>Your logo on the registration information.</i></p> <p><input type="checkbox"/> <b>Signage</b> .....\$1,000</p> <p><input type="checkbox"/> <b>Badge Sponsor</b> .....\$250<br/><i>Your logo on all attendee name badges.</i></p> <p><b>Program Advertising</b></p> <p><input type="checkbox"/> Full page.....\$500</p> <p><input type="checkbox"/> Half page.....\$250</p> |
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## Exhibitor Showcase - Table Tops Available

A limited number of table tops will be available for CH&LA Allied Members to display products and literature. Cost for the table top is \$350 and includes a list of attendees after the event, recognition from the podium and logo within presentation materials. Please contact Jennifer Flohr directly at (916) 554-2667 or [jennifer@calodging.com](mailto:jennifer@calodging.com).

- Table Tops** ..... \$350

Organization: \_\_\_\_\_ Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Credit Card:  VISA  MasterCard  AMEX

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

*Please fax completed form to: Jennifer Flohr, Director of Meetings & Events at (916) 444-5848. For more information, please contact Jennifer directly at (916) 554-2667, or [jennifer@calodging.com](mailto:jennifer@calodging.com)*