



Exhibitor Registration

**ONE DAY
CONFERENCE
AND TRADE
SHOW**

NORTHERN CALIFORNIA HOTEL AND LODGING CONFERENCE

**Thursday,
October 1, 2009
Doubletree Hotel
San Jose**

**2050 Gateway Place,
San Jose, CA 95110**

**You are cordially invited to attend
this conference by the following:**

- Bhupen B. Amin, CH&LA Chair
- Rene Boskoff, Vice Chair
- Pam Richardson, Secretary/Treasurer
- Peggy Mosley, Immediate Past Chair
- Tony Bruno, Past Chair
- Don Johnson, AH&LA Director
- Lynn Mohrfeld, CH&LA President & CEO

- Tarun S. Patel, AAHOA Chairman
- ChandraKant "C.K." I. Patel, Vice Chairman
- Hemant D. Patel, Treasurer
- Alkesh R. "Al" Patel, Secretary
- Balvant M. "B.M." Patel, South Pacific Regional Director
- Ashwin "Ash" Patel, Ex-Officio
- Fred Schwartz, President

**Please join us for this exciting
education and
networking opportunity!**

**FOR MORE INFORMATION,
PLEASE CONTACT:**

Jennifer Flohr, Director of
Membership & Events
California Hotel &
Lodging Association
414 Twenty-Ninth Street
Sacramento, CA 95816
Tel: 916-444-5780
Fax: 916-444-5848
Email: jennifer@calodging.com

The Southern California Hotel & Lodging Conference and Trade Show was sold out! Register to reserve your space at the Northern California Hotel & Lodging Conference. Please include your payment with this form prior to September 18, 2009. Make checks payable to CH&LA. Please note that all exhibits are table top ONLY which includes a 6' draped table, two chairs and two boxed lunches. Signage and extension cords are not provided. Please see Exhibitor Rules & Regulations on the next page for more details.

Company: _____

Contact Name: _____

Is this person attending? Yes No

Product/Service: _____

Address: _____

City: _____ State: _____ ZIP code: _____

Phone: _____

Fax: _____

Email: _____

Representative Name: _____

Job Title: _____

Representative Name: _____

Job Title: _____

EXHIBIT FEES

<input type="checkbox"/> CH&LA Allied Member	\$1,000
<input type="checkbox"/> AAHOA Allied Member	\$1,000
<input type="checkbox"/> AAHOA Founding Member	Free
<input type="checkbox"/> Non-Member	\$1,500
<input type="checkbox"/> Electrical Charge	\$60
<input type="checkbox"/> Wireless Router Internet connection	\$100
<input type="checkbox"/> Additional lunches: _____ (2 per table provided) connection	\$25
<input type="checkbox"/> Other Request: _____	\$100

Total Charges \$ _____

ACCOMMODATIONS
Doubletree Hotel, San Jose
2050 Gateway Place
San Jose, CA 95110
(408)-453-4000
\$149+ tax single/double.

SHIPPING INFORMATION
You may ship your boxes directly to the hotel. Please address them as follows and have them arrive no earlier than Sept. 28, 2009.

Doubletree Hotel
Attn: Jenny Andrade-Cristales,
Director of Events
Your company name
N. CA Hotel & Lodging Conference
10/1/09
2050 Gateway Place
San Jose, CA 95110
Boxes only please, no pallets or crates.

Cancellation Policy – No refunds after September 18th; a \$50 cancellation fee applies prior to September 18, 2009.

PAYMENT OPTIONS

Credit Card Check Check # _____ (attach copy)

Credit Card Type: AMEX VISA MC Invoice

Credit Card Number: _____

Expiration Date: _____

Card Holder's Name: _____

Signature: _____

SCHEDULE OF EVENTS

TRADE SHOW SET UP TIME FROM 11:30 PM - 1:30 PM

- 8:30 am - 9:30 am
- 9:45 am - 10:45 am
- 11:00 am - 12:00 pm
- 12:00 pm - 2:00 pm
- 12:15 pm - 1:45 pm

- Concurrent Educational Sessions
- Concurrent Educational Sessions
- Concurrent Educational Sessions
- Trade Show set-up
- Industry Leaders Panel and Lunch
- Panel Discussion with:
Liam Brown—EVP, Extended Stay Development Marriott International, Inc.
- Anaupam Narayan—President & CEO, Red Lion Corp.
- Alan Reay—President, Atlas Hospitality
- Rajiv Trivedi—Chief Development Officer, La Quinta
- Exhibitor Meeting in the Trade Show
- Trade Show
- Reception (in Trade Show Hall)
- AAHOA Business Meeting & Dinner

Schedule subject to change



Exhibitor Registration

NORTHERN CALIFORNIA HOTEL AND LODGING CONFERENCE

EXHIBITOR RULES & REGULATIONS

1. **DEFAULT OCCUPANCY** – Any exhibitor failing to occupy space contracted for in a timely manner is not relieved of the obligation of paying the full rental price for such space. CH&LA and AAHOA's management staff has the right to use such space as it sees fit to eliminate blank space in the exhibit, if such booth space is not occupied by the exhibitor 2 hours prior to the start of the Exposition.
2. **NUMBER OF COMPANIES OCCUPYING BOOTH/SUBLETTING OF SPACE** – CH&LA and AAHOA prohibits the use of a single booth for the display of multiple companies, regardless of company ownership. Exhibitors shall not sublet, share, assign, or delegate any space allotted to them, without the prior consent of CH&LA AND AAHOA. Such subletting, sharing, assigning or delegation without CH&LA AND AAHOA's prior written consent is null and void.
3. **RELOCATION OF EXHIBITS** – CH&LA AND AAHOA shall have the right, in its sole and absolute discretion, to relocate any exhibits.
4. **FLOOR PLAN** – All exhibit space marked on the floor plan is available to all paid exhibitors. The dimensions of the exhibit booth are believed to be accurate, but are not warranted.
5. **NO EXHIBIT OUTSIDE EXPOSITION** – No exhibitor participating in the Exposition shall be permitted to exhibit in a hotel room at or near the Exposition, or outside of the exhibit hall, while in attendance at the Exposition.
6. **HEIGHTS OF STANDARD IN-LINE EXHIBIT** – Booths are limited to a height of 8' in the back and 3' along the side dividers. The 8' height may be extended along the side rails no more than 4' from the background line of the booth. The rule shall not generally apply to machinery and equipment.
7. **POSITIONING OF EQUIPMENT WITH RELATION TO AISLE** – Machines or equipment operated or demonstrated at any time during show hours shall be placed so that no portion is closer than 12" to an aisle unless prior permission is obtained. Exhibitors must agree to display their exhibits so as not to obstruct the general view or to hide other exhibits.
8. **NOISE** – Public address, sound producing, or amplifying devices that project sound beyond the exhibitors booth, or excessive operating noise that distracts neighboring exhibits, are expressly prohibited. CH&LA AND AAHOA reserves the right to restrict exhibits which, because of noise or for any other reason, become objectionable, or which may detract from the character of the Exposition.
9. **TABLE TOP SET-UP** – CH&LA AND AAHOA shall furnish to all exhibitors a six foot draped table and two chairs.
10. **INSTALLATION AND DISMANTLING** – The exhibit space shall be available for installation on a date and time to be made known in advance. Exhibits shall not be dismantled before the close of the Exposition. Each exhibitor shall completely install its exhibit booth in the designated area before the opening of the Exposition, and shall dismantle its exhibit after the close of the Exposition no later than the set deadline. Exhibitors shall not use any passenger elevators to transport any freight associated with their exhibit. Loading and unloading of freight is permitted only through the loading dock.
11. **GUARD SERVICE / RISK OF LOSS** – CH&LA AND AAHOA, its subsidiaries, and the respective officers, employees, and agents, and the Convention Center or hotel, separately or collectively, is/are not responsible for any damage to, or for the loss or destruction of, an exhibit, or for the property of an exhibitor, its agents, contractors, or employees, resulting from fire, theft, accidents or any causes, or injury to any person resulting from any cause. Claims for loss, damage, or injury are expressly waived by exhibitor.
12. **LIABILITY AND INSURANCE** – Neither CH&LA AND AAHOA, or a third party decorator, nor any of their respective officers, employees, agents, contractors, subsidiaries and affiliates, nor the owners, the management company, employees or representatives of the hotel or Convention Center, shall be responsible for any injury, loss, or damage that may occur to the exhibitor or to the exhibitor's employees or property, prior, during or subsequent to the period covered by the Exposition. The exhibitor expressly releases the foregoing persons and entities from, and agrees to indemnify the same against, any and all claims for such loss, damage or injury arising from any acts or omission of the exhibitor, or its employees, agents, contractors, and/or invitees. At the request of CH&LA AND AAHOA or a third party decorator, the exhibitor shall promptly provide to CH&LA AND AAHOA a certificate of insurance showing that exhibitor has obtained for the duration of the Exposition commercial general liability insurance including contractual liability coverage, covering exhibitor's liability arising in connection with the Exposition, naming CH&LA AND AAHOA, as an additional insured, having a combined single limit per occurrence of not less than \$1,000,000 and providing for at least 10 days prior notice to CH&LA AND AAHOA of cancellation, if requested. CH&LA AND AAHOA may cancel its Lease and/or contract with exhibitor and retain all fees paid if exhibitor fails to deliver such certificate in a timely manner, or if such insurance coverage is not maintained during the entire Exposition, including the set-up and removal periods.
13. **PROTECTION OF BUILDING** – Nothing should be posted on, tacked, nailed or screwed, or otherwise attached to columns, walls, floor or other parts of the building or furniture, including any signs, stickers, labels or helium balloons. The exhibitor is responsible for the costs of protecting the building, equipment, or furniture, and for repairing any damage they cause to any exhibit hall property, including any consequential damage arising from such damage. Machinery in operation: Drip pans and scrape buckets should be provided to keep lubricants, excess materials, etc., from staining the floor.
14. **FIRE, SAFETY AND HEALTH** – The exhibitor shall be responsible for compliance with local, city, and state ordinances and regulations covering fire, safety, and health. All exhibit equipment and materials shall be reasonably located in or with the booth, and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays, and all necessary fire precautions shall be taken by the exhibitor.
15. **SAFETY GUARDS AND PROTECTION** – Convention guests must be properly protected from injury. Any piece of machinery on display that has movable parts must have adequate safeguards to protect the public from injury throughout the exhibit period.
16. **REGISTRATION OF VISITORS** – CH&LA AND AAHOA shall have sole control over admission policies at all times. All persons visiting the convention session rooms and the exhibit area, as well as all exhibitor personnel, shall be required to register and wear an appropriate badge while in attendance. CH&LA AND AAHOA may exclude any person not wearing the appropriate badge.
17. **PERSONS CONNECTED WITH NON-EXHIBITION CONCERNS** – Any persons who are not exhibitors, or who are not associated with a registered exhibitor, are prohibited from dealing, exhibiting, or soliciting within the exhibit area. Exhibitors shall immediately report violations of this rule to CH&LA AND AAHOA.
18. **SPACE RESTRICTIONS** – Exhibitors shall confine all materials and activities to the exact booth space allocated, and no signs, rails, or related materials shall not be permitted to intrude into or over the aisles. All publications, advertising materials and giveaways shall be distributed within the space.
19. **NON-ENDORSEMENT** – The exposition of products and services at the Exposition does not constitute an endorsement by CH&LA AND AAHOA of any exhibitor, or any products or services exhibited. No exhibitor is permitted to represent in any manner that CH&LA AND AAHOA has endorsed the company, or its goods or services.
20. **FAILURE TO HOLD EXPOSITION** – CH&LA AND AAHOA shall not be liable for a failure to fulfill the contract as to delivery of space, and further shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions due to the following causes: by reason of fire, natural disasters, acts of God or the public enemy, national emergencies, strikes, the authority of law, or any cause beyond its control. CH&LA AND AAHOA may retain such part of exhibitor's rental as shall be required to pay for expenses incurred up to the time such contingency shall have occurred. The exhibitor waives all claims for damage or recovery of payments made, except for the return of the prorated amount paid for exhibit space less expenses incurred by CH&LA AND AAHOA and Freeman.
21. **AMENDMENT TO RULES** – Any and all matters or questions not specifically covered by the preceding Rules and Regulations shall be subject to the decision of CH&LA AND AAHOA and a third party decorator. These Rules and Regulations may be amended without prior notice at any time by CH&LA AND AAHOA and a third party decorator, and shall be binding on the exhibitors equally with the foregoing Rules and Regulations.

FAX THIS FORM TO 916-444-5848