



Exhibitor Registration

SOUTHERN CALIFORNIA HOTEL AND LODGING CONFERENCE

Thursday, June 18, 2009 Crowne Plaza Resort Anaheim

12021 Harbor Blvd.,
Garden Grove, CA 92840
(714) 867-5555

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

Bhupen B. Amin, CH&LA Chair
Pam Richardson, Vice Chair
Rene Boskoff, 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 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

Please include your payment with this form prior to June 10, 2009. Make checks payable to CH&LA. Credit card payments may be faxed to (916) 444-5848 or register online at www.calodging.com. Please note that all exhibits are table top ONLY which includes a 6' draped table and two chairs. Signage and extension cords are not provided. Please see Exhibitor Rules & Regulations on the next page for more details.

Company: _____

Contact Name: _____

Product/Service: _____

Address: _____

City: _____ State: _____ ZIP code: _____

Phone: _____

Fax: _____

Email: _____

Representative Name: _____

Representative Name: _____

PAYMENT OPTIONS

Credit Card Check Check # _____ (attach copy)

Credit Card Type: AMEX VISA MC

Credit Card Number: _____

Expiration Date: _____

Card Holder's Name: _____

Signature: _____

Cancellation Policy - No refunds after June 11th; a \$50 cancellation fee applies prior to June 11, 2009.

EXHIBIT FEES

- CH&LA Allied Member \$1,000
- AAHOA Allied Member \$1,000
- AAHOA Founding Member Free
- Non-Member \$1,500
- Electrical Charge \$60
- Wireless Router Internet connection \$100
- Other Request: _____

Total Charges \$ _____

ACCOMMODATIONS

Crowne Plaza Resort Anaheim
12021 Harbor Blvd.
Garden Grove, CA 92840
(714) 867-5555

\$119+ tax single/double. Plus a resort fee of \$12 per room per night. This includes in-room high speed internet, in & out parking privileges, access to the fitness center, use of the hotel's business center and the California State Tourism Tax.

SHIPPING INFORMATION

You may ship boxes (no pallets or containers please) directly to:
Crowne Plaza Resort Anaheim
Attn: YOUR Company Name
June 18th Trade Show
12021 Harbor Blvd
Garden Grove, CA 92840
714-867-5555

Shipments can arrive NO EARLIER than June 15th.

SCHEDULE OF EVENTS

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

8:00 am - 5:00 pm
9:00 am - 10:00 am
10:15 am - 11:45 am
12:00 pm - 1:30 pm

Registration
Concurrent Educational Sessions
Concurrent Educational Sessions
Lunch with Industry Leaders
Panel Discussion with:
Bill Fortier—Sr. VP, Franchise Development, Hilton Corp.
Ken Greene—Group President, Wyndham Hotel Group
Anupam Narayan—President & CEO, Red Lion Corp.
Alan Raey—President, Atlas Hospitality
Rajiv Trivedi—Chief Development Officer, La Quinta
Vendor Meeting Prior to Trade Show in the Ballroom
Trade Show
Reception (in Trade Show Hall)
AAHOA Business Meeting & Dinner

1:00 pm - 1:30pm
1:30 pm - 5:30 pm
4:30 pm - 5:30 pm
6:00 pm



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EXHIBITOR RULES & REGULATIONS

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, and the California Hotel & Lodging Association's (CH&LA) and the Asian-American Hotel Owners Association (AAHOA) 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 1 hour prior to the start of the exhibit.

OF COMPANIES OCCUPYING BOOTH – CH&LA and AAHOA prohibits the use of a single booth for the display of multiple companies regardless of company ownership.

RELOCATION OF EXHIBITS – CH&LA and AAHOA reserves the right to alter location of exhibits, if deemed advisable, in the best interest of the Exposition.

FLOOR PLAN – The dimensions of the exhibit booth are believed to be accurate, but are not warranted.

NO EXHIBIT OUTSIDE EXPOSITION – No exhibitor participating in the Exposition will 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.

NOISE – Public address, sound producing, or amplifying devices which project sound beyond the exhibitors booth, or excessive operating noise that distract 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 general character of the Exposition.

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.

INSTALLATION AND DISMANTLING – The exhibit space will be available for installation by the exhibitors at a date and time to be made known in advance. Exhibits cannot be dismantled before the conclusion of the exhibit. It is the duty and responsibility of each exhibitor to have his exhibit completely installed in his booth area before the opening of the exposition and to dismantle and remove his exhibit after the close of the Exposition by the deadline set by CH&LA and AAHOA.

RISK OF LOSS – CH&LA and AAHOA, their subsidiaries, and their respective officers, employees, agents and affiliates, and the Exposition Center, separately or collectively cannot accept responsibility for any damage to or for the loss or destruction of an exhibit, or for the property of an exhibitor, his agents, contractors or employees either from fire, theft or accidents or other causes, or injury, to any person resulting from any cause, all claims for any such loss damage or injury, being expressly waived by the exhibitor.

LIABILITY AND INSURANCE – Neither CH&LA nor AAHOA, nor any of the officers, employees, agents, contractors and affiliates of such entities nor the chosen Exposition Services Company, nor the owners, management company, employees or representatives of the Exposition Site will 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 exhibit. 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 the negligent or willful acts or omission of the exhibitor and its employees, agents, contractors, and invitees. At the request of CH&LA and AAHOA or the chosen Exposition Services Company, the exhibitor will promptly provide to CH&LA and AAHOA a certificate of insurance showing that exhibitor has obtained for the duration of the Exposition comprehensive general liability insurance covering exhibitor's liability arising in connection with the exposition, naming CH&LA and AAHOA, the chosen Exposition Services Company and the Exposition Site as additional insured, having a 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, at least 72 hours prior to the beginning of the set-up period. AAHOA may cancel this 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.

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. Whatever is necessary to protect the building, equipment, or furniture properly will be at the expense of the exhibitors.

Exhibitors are liable for the costs of repairing any damage they cause to the exhibit hall property, and 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.

FIRE, SAFETY AND HEALTH – The exhibitor assumes all responsibility from compliance with local, city, and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials will be reasonably located with the booth and protected by safety guards and devices where necessary. Only fireproof materials should be used in displays and the necessary fire precautions will be taken by the exhibitor.

SAFETY GUARDS AND PROTECTION – Conference 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.

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 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.

PERSONS CONNECTED WITH NON-EXHIBITION CONCERNS – are prohibited from any dealing, exhibiting, or soliciting within the exhibit area. Exhibitors are urged to report immediately violations of the latter rule to the Exhibit Manager.

SPACE RESTRICTIONS – Exhibits must be confined to the exact space allocated. Circulars, publication, advertising matter and all promotional giveaways may be distributed within booth space only. Signs, rails, etc. will not be permitted to intrude into or over aisles.

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 the chosen Exposition Services Company. These Rules and Regulations may be amended without prior notice at any time by CH&LA and AAHOA and the chosen Exposition Services Company. All amendments so made shall be binding on the exhibitors equally with the foregoing Rules and Regulations.

FAILURE TO HOLD EXPOSITION – Should any contingency prevent holding of the Exposition, 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 the return of the prorated amount paid for exhibit space less expenses incurred by CH&LA and AAHOA and the chosen Exposition Services Company.

REGISTER ONLINE AT WWW.CALODGING.COM