



## Associate Membership Benefits

The California Association of Bed & Breakfast Inns (CABBI), a partner of the California Hotel & Lodging Association (CH&LA), coordinates programs, events, legislative advocacy, marketing, education, and public relations for California bed & breakfast inns. In addition to the following member benefits, its partnership with CH&LA provides professional legislative representation, participation in a candidates PAC (CHALPAC) and an issues PAC, as well as an industry educational foundation and the California Lodging Industry Legislative Awareness Summit.

### For just \$395 a year, CABBI Associate Members receive:

- Preferred supplier status and referrals from CABBI
- A listing on CABBI.com
  - Direct link from the CABBI.com home page to the *Preferred Vendor's* page
  - Preferred Vendor's listing is categorized and includes 50 word description, complete address and phone number as well as links to your website and email
- CABBI's quarterly newsletters including *The InnSide Story* and *The InnCrowd*
- Complimentary new member listing with description in *The InnSide Story*
- Discounts on exhibit space at InnSpire, CABBI's annual educational conference and trade show
- Sponsorship and speaker opportunities at InnSpire
- Exclusive use of the CABBI logo for your website and print material
- Participation in Town Hall meetings
- Complimentary CABBI Travel Guides to distribute to your preferred clients

The Associate Member program offers exclusive and significantly reduced advertising opportunities to reach CABBI member inns and the affluent B&B guest. These offers are listed below.

### Advertising Opportunities

#### Reach CABBI Members

- Discounted advertising rates in *The InnSide Story*, CABBI's newsletter
- Exclusive use of CABBI mailing list

#### Reach the B&B Guest

- Advertise in *The InnCrowd*, CABBI's monthly e-newsletter (5,000 monthly distribution)
- Advertise on the CABBI Search Page (approximately 40,000 unique visitors monthly)

**All CABBI Associate Members also receive CH&LA member benefits**





## CH&LA Allied Member Benefits

The California Hotel & Lodging Association (CH&LA) is the nation's largest state lodging association and the only California lodging association with national representation as a Partner State of the American Hotel & Lodging Association. CH&LA's mission is to protect the rights and interests of the California lodging industry. Legislative advocacy, educational training, communication, and cost-saving programs are provided for all segments of the industry. In addition, CH&LA supports strategic alliances to promote the value of California travel and tourism. Located in the nation's most visited state, CH&LA's membership includes approximately 1,500 member properties, representing close to 175,000 guestrooms, approximately 350 Allied members, and nearly 100 individual Associate and Student memberships.

For just \$395 a year, CH&LA Allied Members receive:

- ❖ **Complimentary listing in the annual CH&LA Resource Guide**
  - Distribution of 8,000 (primarily in California)
  - Members receive advertising & listing discounts
- ❖ **Complimentary Listing in AH&LA Lodging Source Book**
  - Distribution of 33,000 (nationwide)
- ❖ **Free detailed listing on CH&LA's web site at [www.calodging.com](http://www.calodging.com)**
  - Enhanced listings with logos, links, and rankings available
- ❖ **Exclusive access to CH&LA's property member list**
  - Searchable by several variables (size, location, brand, etc.)
  - Downloadable online to an Excel file!
- ❖ **Monthly Occupancy & Average Daily Rate Reports**
  - Smith Travel Research (27 Areas)
  - PKF Consulting (72 Areas)
- ❖ **Monthly Construction & Renovation Reports**
- ❖ **Unlimited subscriptions to *The CH&LA Advantage* e-newsletter**
- ❖ **Free subscription to *Lodging* magazine, the premier industry publication by AH&LA**
- ❖ **Exclusive use of the CH&LA Allied Member logo**
- ❖ **Member discounts to CH&LA events and sponsorship opportunities**
- ❖ **Reduced rate advertising in CH&LA publications**
- ❖ **Significant discounts for member-exclusive programs:**
  - Insurance/Telecommunications/Payroll Services/Shipping Services/Office Supplies/Rental Vehicles

**For more information on CH&LA membership, visit us online or call today.**

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