



## CH&LA Vendor Member Benefits

The California Hotel & Lodging Association (CH&LA) is the nation's largest state 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 1,200 member properties, representing close to 175,000 guestrooms, approximately 350 Vendor members, and nearly 100 individual Associate and Student memberships.

For just \$495 a year, CH&LA Vendor Members receive:

- ❖ **Complimentary listing in the annual CH&LA Resource Guide**
  - Distribution of 8,000 (primarily in California)
  - Members receive advertising & listing discounts
- ❖ **Free detailed listing on CH&LA's website at [www.calodging.com](http://www.calodging.com)**
- ❖ **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**
- ❖ **Member exhibitor discounts to CH&LA events and sponsorship opportunities**
  - Legislative Awareness Summit
  - Northern California Conference & Trade Show
  - Southern California Conference & Trade Show
  - Educational seminars throughout the state
  - Annual Meeting and Stars of the Industry Awards
  - California Association of Bed & Breakfast Inns InnSpire Conference
- ❖ **Reduced rate advertising in CH&LA publications**
- ❖ **Significant discounts for member-exclusive programs:**
  - Insurance/Telecommunications/Payroll Services/Office Supplies
- ❖ **California Association of Bed & Breakfast Inns Vendor Membership included upon request**

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

414 Twenty-Ninth Street • Sacramento, CA 95816-3211 • (916) 444-5780 • FAX (916) 444-5848  
[www.calodging.com](http://www.calodging.com)

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# California Hotel & Lodging Association Vendor Membership Application



## ORGANIZATION INFORMATION

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

Mr.  Ms. \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_ Fax: \_\_\_\_\_

Web Site: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Mailing Address (If different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Toll Free: \_\_\_\_\_ Fax: \_\_\_\_\_

## REPRESENTATIVE TO BE LISTED IN CH&LA PUBLICATIONS (ONE ONLY)

Mr.  Ms. \_\_\_\_\_ Title: \_\_\_\_\_

Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

## COMPANY/PRODUCT DESCRIPTION\* (Please, 25 words or less.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\*CH&LA reserves the right to edit descriptions at its sole discretion.

## CATEGORIES

Choose two categories to be listed under on [www.calodging.com](http://www.calodging.com)

\_\_\_\_\_

\* For a complete list of categories go to [www.calodging.com](http://www.calodging.com)

## PAYMENT INFORMATION CH&LA only CH&LA and CABBI (No additional charge)

Payment Method:  Check Enclosed for \$495

(Make check payable to: *California Hotel & Lodging Association*)

Credit Card:  American Express  MasterCard  VISA

**Account #:** \_\_\_\_\_ **Expiration Date:** \_\_\_\_\_

**Cardholder:** \_\_\_\_\_ **Signature:** \_\_\_\_\_

*Dues are payable in advance and membership is continuous unless canceled in writing.  
Cancellations are effective 30 days following receipt of such notice.*