



CHLA VENDOR MEMBER BENEFITS

The California Hotel & Lodging Association (CHLA) is the nation's largest state lodging association. CHLA'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, CHLA supports strategic alliances to promote the value of California travel and tourism. Located in the nation's most visited state, CHLA's membership includes approximately 1,800 members, representing close to 180,000 guestrooms, approximately 300 Vendor members, and nearly 200 individual Associate and Student memberships.

For just \$595 a year, CHLA Vendor Members receive:

Complimentary listing in the bi-monthly *California Lodging News Magazine*

- Distribution of 18,000 (primarily in California)
- Members receive advertising & listing discounts

Free detailed listing on CHLA's Online Buyer's Guide at www.calodging.com

Exclusive to members only - the CHLA property member list

- Downloadable online to an Excel file!

Monthly Occupancy & Average Daily Rate Reports

- Smith Travel Research
- CBRE Hotels TRENDS® Reports (72 Areas)

Quarterly Construction & Renovation Reports

Unlimited subscriptions to the CHLA Industry E-Newsletter

Member exhibitor discounts to CHLA events and sponsorship opportunities

- Legislative Action Summit
- Northern California Conference & Trade Show
- Southern California Conference & Trade Show
- Security Alliance Forum & Expo (SAFE) Conference
- Educational seminars throughout the state
- Annual Meeting and Stars of the Industry Awards
- CABBI InnSpire Conference & Marketplace

Reduced rate advertising in CHLA publications

Significant discounts for member-exclusive programs:

- Credit Card Processing/Payroll Services/Office Supplies/Shipping

California Association of Boutique & Breakfast Inns (CABBI) Vendor Membership included upon request at no additional charge!



For more information on vendor membership, visit us online or call today.



Follow CHLA on LinkedIn



Like CHLA on Facebook



California Hotel & Lodging Association Vendor Membership Application

ORGANIZATION INFORMATION

Organization: _____

Mr. Ms. _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Toll Free: _____ Fax: _____

Website: _____ E-Mail: _____

Mailing Address (If different than above): _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Toll Free: _____ Fax: _____

REPRESENTATIVE TO BE LISTED IN CHLA PUBLICATIONS AND ONLINE (One Only)

Mr. Ms. _____

Title: _____

Phone: _____ E-Mail: _____

Please contact us to add additional contact names to your membership account.

COMPANY/PRODUCT DESCRIPTION*(Please, 50 words or less)

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

BUSINESS CATEGORY

Please include two keywords or business categories that will be used as a tool for guests to search the online Buyer's Guide for your product and or services. For more options, please contact Jessica Counts.

Please email a high-resolution JPG version of your company logo to Jessica@calodging.com to be included in your online buyer's guide listing.

PAYMENT INFORMATION

CHLA Vendor Membership Only CHLA & CABBI Vendor Membership (No additional charge)

Billing Contact: Same as Primary Contact Billing Contact Name: _____

Billing Contact Email: _____ Title: _____ Phone: _____

Amount Due: \$595 Check Enclosed (Make payable to: *California Hotel & Lodging Association*)

Credit Card: American Express MasterCard VISA

Account # _____ **Expiration Date:** _____ **CVV:** _____

Cardholder: _____ **Signature:** _____

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