The California Hotel & Lodging Association is pleased to present promotional opportunities available to CHLA members this upcoming year. Each and every opportunity is presented to CHLA members at preferred rates, ensuring you maximize your membership investment.

We have bundled our sponsorship opportunities into easy levels – Diamond, Platinum, Gold, Silver, and Bronze Partnerships. Now, CHLA members can easily choose from the most common sponsorship levels and get added recognition as a CHLA Partner, maximizing your exposure to the California lodging industry.

The following pages contain detailed descriptions of the CHLA Partner levels, as well as several unique opportunities to promote your organization at industry events, regional education meetings, and other promotional and advertising opportunities. All levels are customizable, contact Jennifer Flohr at jennifer@calodging.com for details.

Premier Industry Events
Each year, the California Hotel & Lodging Association produces a limited number of premier industry events. The premier events hosted by CHLA each year are the Stars of the Industry Awards and Hall of Fame Induction, The California Lodging Industry Legislative Action Summit, The Security Alliance Forum & Expo (SAFE), CHLA Annual Meeting, and three joint conferences and trade shows with our partner, AAHOA.

Regional Education Meetings
These events focus on topical industry issues and are held in various locations across the state.

Promotional Advertising Opportunities
CHLA presents advertising and promotional opportunities in the California Lodging News magazine, the CHLA Hotel Weekly - a weekly electronic newsletter, as well as on CHLA’s website at www.calodging.com.

Thank you for your support of the lodging industry.

All opportunities are available to non-members at a non-member rate.

Sponsorships and advertising opportunities, including events, are subject to change. Please check CHLA’s website at www.calodging.com for updated information.

Updated 2/12/2021
## CHLA PARTNER SPONSORSHIP OPPORTUNITIES

For information about partnership opportunities, please contact Jennifer Flohr at 916.554.2667 or jennifer@calodging.com.

All sponsorship levels are customizable.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Details</th>
<th>Value</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHLA Membership</td>
<td>One Year Dues</td>
<td>$595</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>CA Hotel Conferences &amp; Trade Shows (3 Regional Events)</td>
<td>Tabletop with Electricity, Internet &amp; Two Attendees at All Three Events</td>
<td>$1,495</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Annual Membership Luncheon &amp; Stars of the Industry</td>
<td>Different Levels of Sponsorship, Program Ad and Lunch Attendance</td>
<td>$1,000 - $7,500</td>
<td>Includes logo on event materials, a full-page program ad, a table of 10 attendees, sponsorship of one award &amp; present the award.</td>
<td>Includes logo on event materials, a full-page program ad &amp; lunch attendance for 4</td>
<td>Includes logo on event materials, a full-page program ad &amp; lunch attendance for 4</td>
</tr>
<tr>
<td>Crystal Ball Conference</td>
<td>Sponsorship and Attendance</td>
<td>$1499-$2499</td>
<td>Includes logo on event materials, attendee list, speaker intro &amp; attendance for 2</td>
<td>Includes logo on event materials, attendee list &amp; attendance for 1</td>
<td>Includes logo on event materials, attendee list &amp; attendance for 1</td>
</tr>
<tr>
<td>Hotel Weekly</td>
<td>Newsletter Article Contingent Upon Approval</td>
<td>$1,000</td>
<td>2 Articles Per Year</td>
<td>1 Article Per Year</td>
<td>1 Article Per Year</td>
</tr>
<tr>
<td>Hotel Weekly</td>
<td>Banner Ad in Weekly Email Newsletter</td>
<td>$350</td>
<td>8 Ads Per Year</td>
<td>8 Ads Per Year</td>
<td>4 Ads Per Year</td>
</tr>
<tr>
<td>Flyer Distribution In New Member Mailings</td>
<td>Distribution of Flyers in Member and Prospect Mailing or Emails Contingent Upon Approval</td>
<td>$2,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Board Sponsorship</td>
<td>Reception, Lunch or Breakfast Attached to a Board Meeting Contingent Upon Approval &amp; Timing</td>
<td>$5,000</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>California Lodging Industry Legislative Action Summit</td>
<td>Event Sponsor</td>
<td>$1,500 - $4,000</td>
<td>Includes logo on event materials, full-page ad &amp; table of 10 at the event.</td>
<td>Includes logo on event materials, full-page ad &amp; lunch attendance for 2</td>
<td>Includes logo on event materials, full-page ad &amp; lunch attendance for 2</td>
</tr>
<tr>
<td>California Lodging News Magazine</td>
<td>One-Page Article Contingent Upon Approval</td>
<td>$1,000</td>
<td>2 Articles Per Year</td>
<td>2 Articles Per Year</td>
<td>1 Article Per Year</td>
</tr>
<tr>
<td>California Lodging News Magazine</td>
<td>Advertisement</td>
<td>$1595</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>SAFE Conference</td>
<td>Sponsor</td>
<td>$1000 - $2000</td>
<td>Gold Sponsor of the Event</td>
<td>Silver Sponsor of the Event</td>
<td>Bronze Sponsor of the Event</td>
</tr>
<tr>
<td>CABBI InnSpire Conference</td>
<td>Gold Sponsor of the Event</td>
<td>$3499</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Webinar Opportunity</td>
<td>Opportunity to Present a Webinar During the Year</td>
<td>$3000</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Plus these “Priceless” Benefits

- Logo & Link on Website
- Recognition at CHLA Events
- Exclusive Use of the CHLA Partner Sponsor Logo
- Enhanced Listing in CHLA Magazine
- Social Media Recognition

**Plus...** Invitations to all events and exclusive opportunities to create mutually profitable programs for CHLA members.
# CHLA Partner Sponsorship Opportunities

For information about partnership opportunities, please contact Jennifer Flohr at 916.554.2667 or jennifer@calodging.com. All sponsorship levels are customizable.

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Details</th>
<th>Value</th>
<th>Silver</th>
<th>Bronze</th>
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<tbody>
<tr>
<td>CHLA Membership</td>
<td>One Year Dues</td>
<td>$10,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CA Hotel Conferences &amp; Trade Shows (3 Regional Events)</td>
<td>Tabletop with Electricity &amp; Two Attendees, Pick Two Events to Attend</td>
<td>$1,495</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Crystal Ball Conference</td>
<td>Sponsorship and Attendance</td>
<td>$1,499-$2,499</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Annual Membership Luncheon &amp; Stars of the Industry</td>
<td>Different Levels of Sponsorship, Program Ad and Lunch Attendance</td>
<td>$1,000 - $7,500</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hotel Weekly</td>
<td>Newsletter Article Contingent Upon Approval</td>
<td>$1,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Hotel Weekly</td>
<td>Banner Ad in Weekly Email Newsletter</td>
<td>$350</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Flyer Distribution in New Member Mailings</td>
<td>Distribution of Flyers in Member and Prospect Mailing or Emails, Contingent Upon Approval</td>
<td>$2,500</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Board Sponsorship</td>
<td>Reception, Lunch or Breakfast Attached to a Board Meeting, Contingent Upon Approval &amp; Timing</td>
<td>$5,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>California Lodging Industry Legislative Action Summit</td>
<td>Event Sponsor</td>
<td>$1,500 - $4,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>California Lodging News Magazine</td>
<td>One-Page Article Contingent Upon Approval</td>
<td>$3,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>California Lodging News Magazine</td>
<td>Advertisement</td>
<td>$875-$1595</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>SAFE Conference</td>
<td>Sponsor</td>
<td>$500 - $2,000</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CABBI InnSpire Conference</td>
<td></td>
<td>$3,499</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Webinar Opportunity</td>
<td></td>
<td>$3,000</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

**Plus these “Priceless” Benefits**

- Logo & Link on Website
- Recognition at CHLA Events
- Exclusive Use of the CHLA Partner Sponsor Logo

**Plus...**

Invitations to all events and exclusive opportunities to create mutually profitable programs for CHLA members.
A new event this year, the Crystal Ball 2021 Conference takes hoteliers into the trends, economics and the people shaping California’s hotel and lodging industry. Exclusively for engaged hoteliers, management companies, owners and sponsors, Crystal Ball 2021 will help shape tomorrow for the hotel industry. It is a must-attend to hear timely industry forecasting predictions for 2022 and to make top-level industry connections. Vendors and sponsors don’t want to miss this new event and a chance to network with the industry’s top hoteliers.

General Vendor Attendance:  $499 / $549 After August 1, 2021

CONFERENCE SPONSORSHIP OPPORTUNITIES:

$1,499  Attendance for one and includes sponsor logo on the website and in the program, attendee mailing list and flyer in attendee packets.

$2,499  Attendance for two and includes sponsor logo on the website, in the program, attendee mailing list, flyer in the attendee packet, and a speaker introduction, based on availability.

OTHER SPONSORSHIPS AVAILABLE:

$1,000  Signature Drink Sponsor - a signature drink named after your company or product
$5,000  Reception Sponsor
$2,500  Lunch Sponsor
In-kind  Attendee Gift - provide a gift for our attendees

Tentative Schedule:

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30 AM</td>
<td>Registration</td>
</tr>
<tr>
<td>NOON - 1:00 PM</td>
<td>Lunch &amp; Networking</td>
</tr>
<tr>
<td>1:00 - 5:00 PM</td>
<td>General Sessions to include: Occupancy and Rate Review for 2021, Forecasting for 2022, Economic Overview and Forecast, Short Term Rental Update, Hotel Panel and More, Networking Reception</td>
</tr>
<tr>
<td>5:00 - 7:00 PM</td>
<td>Networking Reception</td>
</tr>
</tbody>
</table>

To sign up as a sponsor or for more information, please contact Jennifer Flohr at 916-554-2667 or jennifer@calodging.com.
CHLA and AAHOA invite you to exhibit at the California Hotel Conferences & Trade Shows. Please include your payment with this form or register online at www.calodging.com. Make checks payable to CHLA. Please note that all exhibits are tabletop ONLY, which includes a 6’ draped table, two chairs, and two boxed lunches. For vendors with a small amount of items to display, a limited number of tall high top (bar-like) round tables are available. Signage and extension cords are not provided. **Wi-Fi is complementary but must be pre-ordered on this form or in your online registration.**

Please see Exhibitor Rules & Regulations and Sample Schedule on the next page.

**EXHIBITOR REGISTRATION**

Company:___________________________________________________________________________
Contact Name:_________________________________________ Is this person attending? □ Yes □ No
Contact Email:___________________________________________________________________________
Product/Service:___________________________________________________________________________
Address:____________________________________City:____________________ State:______ Zip:_________
Phone:____________________________________Fax:____________________________________
Rep #1 Name:_________________________________________ Job Title:___________________________
Rep #2 Name:_________________________________________ Job Title:___________________________

**EXHIBIT FEES**

<table>
<thead>
<tr>
<th></th>
<th><strong>CHLA Vendor Member</strong></th>
<th><strong>CHLA Member High-Top Table</strong></th>
<th><strong>AAHOA Vendor Member</strong></th>
<th><strong>AAHOA Member High-Top Table</strong></th>
<th><strong>AAHOA ClubBlue/Platinum Member</strong></th>
<th><strong>Non-Member</strong></th>
<th><strong>Electrical Charge</strong></th>
<th><strong>Wireless Internet</strong></th>
<th><strong>Additional lunches: ______ (2 per table provided)</strong></th>
<th><strong>Total Exhibit Fees</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Southern California</strong></td>
<td>$1,495</td>
<td>$1,000</td>
<td>$1,495</td>
<td>$1,000</td>
<td>Free</td>
<td>$1,995</td>
<td>$50</td>
<td>Free</td>
<td>$25/ea.</td>
<td>$8,180</td>
</tr>
<tr>
<td><strong>Northern California</strong></td>
<td>$1,495</td>
<td>$1,000</td>
<td>$1,495</td>
<td>$1,000</td>
<td>Free</td>
<td>$1,995</td>
<td>$50</td>
<td>Free</td>
<td>$25/ea.</td>
<td>$8,180</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2 □ Credit Card □ Check □ Invoice</td>
<td></td>
</tr>
</tbody>
</table>

**PAYMENT OPTIONS**

- □ Credit Card □ Check □ Invoice
- Credit Card Type: □ AMEX □ VISA □ MC
- Credit Card Number:_________________________________________ Expiration:_______ CVV:_______
- Card Holder’s Name:___________________________________________________________________________
- Signature:_______________________________________________________________________________

**FAX FORM TO: 916-444-5848**
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 (CHLA) 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 15 minutes prior to the start of the exhibit.

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

RELOCATION OF EXHIBITS – CHLA 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 exhibitor’s booth, or excessive operating noise which distracts neighboring exhibitors, are expressly prohibited. CHLA 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 their exhibit completely installed in their booth area before the opening of the exposition and to dismantle and remove their exhibit after the close of the Exposition by the deadline set by CHLA and AAHOA.

RISK OF LOSS – CHLA 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 CHLA 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 CHLA and AAHOA or the chosen Exposition Services Company, the exhibitor will promptly provide to CHLA 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 CHLA 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 CHLA 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, touched, 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 – CHLA 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. CHLA 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 CHLA and AAHOA and the chosen Exposition Services Company. These Rules and Regulations may be amended without prior notice at any time by CHLA 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, CHLA and AAHOA may retain such part of exhibitor’s rental as shall be appropriate for the prorated amount paid for exhibit space less expenses incurred by CHLA and AAHOA and the chosen Exposition Services Company.

SAMPLE SCHEDULE OF EVENTS

EXHIBITOR REGISTRATION AND TRADE SHOW SET UP: 11:00 AM - 1:15 PM

SOUTHERN CALIFORNIA:

8:30 am - Noon Concurrent Educational Sessions
11:00 am - 11:55 pm Trade Show Set Up
11:30 am - 12:30 pm Lunch Served in the Trade Show Ballroom
1:15 pm - 5:00 pm Trade Show Open for Attendees
4:00 pm - 5:00 pm Reception (in the Trade Show Hall)

NORTHERN CALIFORNIA:

8:30 am - Noon Concurrent Educational Sessions
11:00 am - 11:55 pm Trade Show Set Up
11:30 am - 12:30 pm Lunch Served in the Trade Show Ballroom
1:15 pm - 5:00 pm Trade Show Open for Attendees
4:00 pm - 5:00 pm Reception (in the Trade Show Hall)
6:00 pm AAHOA Business Meeting & Dinner

Schedule Subject to Change.
Get your company in front of hundreds of hoteliers and help support the hotel industry by being a sponsor at this year’s California Conferences & Trade Shows. All sponsors will receive their logo on signage and recognition on the CHLA conference attendee website and event program.

CONFERENCE SPONSORSHIP OPPORTUNITIES:

- Drink Tickets - $500 for 35 Tickets
  (Help drive traffic to your table and make friends when you pass out drink tickets for attendees to use during the reception at the otherwise cash bar.)
- Morning Coffee Station Sponsor - $500
- Reception Sponsors - $1,000
- Registration Email Sponsor - $800
- Water Station Sponsors - $250
- Education Session Sponsor - $350 each
- A/V Sponsor - In-kind
- Promotional Item for the Attendee Bags – In-kind
- Badge Lanyard Sponsor - $1,000 or In-kind
- Bag Sponsor - $1,500
- CHLA Lunch Sponsor, NorCal - $1,500*
- CHLA/AAHOA Lunch Sponsor, SoCal - $3,000*

* The luncheon sponsorship allows your company the maximum exposure with recognition from the podium, your company logo on signage and on our website. There is also the option to put information (a flyer or brochure) on the tables at lunch. You will also receive recognition in the CHLA Hotel Weekly newsletter after the conference.

TO SIGN UP AS A 2021 SPONSOR OR FOR MORE INFORMATION, PLEASE CONTACT JESSICA COUNTS AT 916-554-2665 OR JESSICA@CALODGING.COM.
DON’T HIDE IN THE SAND

Join California hospitality professionals for a full day of security training and updates. This one-day conference is jam-packed with networking, education and a security expo that will showcase products and services for security professionals. This conference was planned by industry security professionals for industry security professionals. Registration includes breakfast and lunch.

Registration information coming soon! Attendee registration is $249 for all hospitality, risk management and security professionals if registered by deadline.

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR: $5,000
- Includes your company logo on the attendee event flyer and electronic invitation
- Recognition at the event from the podium and on the signage
- Attendance for two at the event with a display table
- List of attendees after the event to include email addresses

Non-Member Gold Sponsor Rate: $6,000

BRONZE SPONSORSHIP $1,000
- Includes a table top at the event with entrance for two to the conference
- Includes your company logo in the program

Non-Member Bronze Sponsor Rate: $1,500

EXPO VENDOR EXHIBITOR $500
- Includes a table top for displaying your product or services and entrance for one to the conference.

Non-Member Exhibitor Rate: $1,000

SILVER SPONSORSHIP $2,500
- Includes your company logo on website
- Recognition at the event from the podium and on the signage
- Attendance for two at the event with a display table
- List of attendees after the event

Non-Member Silver Sponsor Rate: $3,000

ADDITIONAL MEMBER’S ONLY SPONSORSHIP OPPORTUNITIES
- Parking Sponsor: $1,500
- Breakfast Sponsor: $1,000
- Lunch Sponsor: $3,000
- Afternoon Break: $500

“For a CHLA partner, Petra Risk Solutions has been actively participating year-after-year. SAFE brings together key hospitality professionals such as security directors and personnel, loss prevention, owners, and general managers. The conference delivers quality training and education sessions, and ample networking opportunities all under one roof.”

- Ida Gonzalez, Business Relationship Manager, Petra Risk Solutions

www.calodging.com
The California Hotel and Lodging Association will hold its Annual Membership Meeting in conjunction with the Stars of the Industry Awards on November 18, 2021 at the Hyatt Regency Newport Beach.

**Annual Membership Meeting**
This year’s Annual Membership Meeting will honor CHLA’s 2020 & 2021 chairperson, Bijal Patel, CHA, Vice President, Coast Redwood Hospitality, and welcome CHLA’s incoming chairperson, Tom Patton, CHA, General Manager/Partner, Ramada Santa Barbara. The meeting will also include the election of officers and directors.

**Stars of the Industry**
The Stars of the Industry awards program was created more than 40 years ago by the American Hotel & Lodging Association to recognize outstanding accomplishments in the lodging industry. While the categories have evolved over the years, the concept is still the same - to honor lodging employees and properties that best symbolize the quality service of the industry.

CHLA and CABBI member properties are eligible to nominate one employee from their staff for the HD Supply Housekeeping Award, Outstanding Lodging Employee, Manager of the Year, General Manager of the Year, and the Stevan Porter Emerging Hospitality Leader and Woman In Lodging Awards. In addition, properties may enter their best public relations programs in one of CHLA’s Achievement Awards: Good Earthkeeping, Guest Relations, and Community Service.
### Sponsorship Opportunities

- **Networking Reception** $2,000
  Includes signage/display at the Networking Reception.

- **Lunch** $5,000
  The best exposure.

- **Complete Event Sponsorship** $10,000
  Be the talk of the event by sponsoring the whole event!

- **Award Sponsor** $2,500
  Sponsor an award and get your company logo in the program and announce the winner(s) of the award during the luncheon.

- **Event Centerpieces** $TBD
  Be the center of attention. Recognition from podium included.

- **Audio/Visual** In-Kind
  Your logo will be displayed prominently.

- **Promotional Printing** $1,500
  Your logo on the registration information.

- **Signage** $1,000

- **Champagne** $2,000
  Sponsor the champagne or beverages for the Stars Awards reception.

### Program Advertising

- **Full-Page** $500
- **Half-Page** $250

### Appetizers

- $TBD
  Sponsor a delicious passed appetizer during the networking hour.

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**If you have a unique idea we would love to hear it, please give Jennifer Flohr a call at 916-554-2667 or email her at jennifer@calodging.com.**

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### Sponsorship Request Form

| Organization: ____________________________________________________________________ |
| Name: ____________________________________________________________________________ |
| Phone Number: ___________________________ Email: __________________________________ |

**Credit Card:**
- ☐ VISA
- ☐ MasterCard
- ☐ AMEX

**Total Amount:** ___________________________

**Credit Card #** ___________________________ Exp. Date _____/_____ CVV ______

**Name on Card** ___________________________ **Signature** ___________________________

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Please fax or email completed form to: Jennifer Flohr, Senior Vice President, at (916) 444-5848. For more information, please contact Jennifer directly at (916) 554-2667, or jennifer@calodging.com.
The California Lodging Industry Legislative Action Summit is a unique legislative outreach and communication event produced by the California Hotel & Lodging Association. Each year, CHLA members from around the state gather in Sacramento for presentations on legislative and regulatory issues and visit with their local Assembly Members and Senators to discuss key policy measures.

This annual event provides those individuals and companies that work with and support California’s lodging industry, a way to help increase the influence of the lodging industry on policy-makers.

Summit activities include a legislative issues briefing on the most significant topics affecting California’s lodging industry.

The Summit also includes an in-depth analysis of California’s political landscape by CHLA’s lobbying firm, Public Policy Advocates.

Summit attendees will visit the State Capitol for prearranged meetings with elected legislators and their staff. The Summit will wind-up with a debriefing and intelligence-sharing session at the State Capitol.
Sponsorships Available

☐ Continental Breakfast ........................................ $1,500
☐ General Session .................................................. $1,000
☐ Lunch ............................................................... $3,000
☐ Audio/Visual ..................................................... In Kind

☐ Badge Sponsor .................................................. $250
Your logo on all attendee name badges

☐ Lanyard Sponsor ............................................... $500
Your logo/information on all attendee lanyards

Advertising Available

Advertising in the Summit Attendee Materials:
☐ One-Page Flyer ........................................................................................................ $250
☐ Multi-Page Flyer or Brochure ................................................................................. $500

Sponsor recognition includes signage, program, CHLA website, CHLA newsletter, and CHLA press release of the event.

Organization: ____________________________ Name: ____________________________
Phone Number: __________________________ Email: ____________________________

Please fax completed form to: Jennifer Flohr, Senior Vice President, at 916.444.5848.
For more information, please contact Jennifer directly at 916.554.2667 or jennifer@calodging.com
Regional Education Meetings & Webinars

Annual education seminars and webinars are focused on several topics:

**New Year, New Laws Seminars**
- New and Pending Laws
- Americans With Disabilities Act
- Legislative Update

**Other Regional Seminars TBD**

**Webinars:**
- Human Trafficking
- Hiring and HR Updates
- Hotel Financing & Industry Trends
- Internet Marketing

**Education Seminar Sponsors Receive:**
- Promotional Recognition on the Website, Event Registration & in the Newsletter
- Distribution of Materials at Event
- Tabletop Display (where applicable)
- Opportunity for Brief Presentation
- List of Attendees

*Educational Seminar Tabletop Sponsorship ............... $350*
*Exclusive Seminar Sponsorship ............... $1000*  
(Includes Tabletop & Introduction)

**New Webinar Sponsorship Program by WebinarHub**
Looking for a way to engage industry leaders? Webinars are a great way to get your focused and current content in front of California’s hoteliers. A webinar will help you build brand awareness, generate qualified leads. They enable you to present from a competitor free stage and in front of an audience for 60 minutes. Full webinar production support is facilitated by WebinarHub.

**Total Package Costs:**
4 webinar series $8,000  
2 Webinar series $5,000  
1 webinar series $3,000

For more information please contact Jonathan Persad, VP of Business Development, at 647-243-12234 or jpersad@webinarhub.com.

CHLA Website Advertising

Website advertising on the CHLA website gives you extra exposure, as it is accessible by both members and non-members.

There are three ad spots available on the CHLA Property Membership page and the Member’s Area landing page.

<table>
<thead>
<tr>
<th>Membership Page:</th>
<th>Member’s Area Landing Page:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Ad: $350 /month</td>
<td>Top Ad: $450 /month</td>
</tr>
<tr>
<td>Middle Ad: $250 /month</td>
<td>Middle Ad: $350 /month</td>
</tr>
<tr>
<td>Lower Ad: $150 /month</td>
<td>Lower Ad: $250 /month</td>
</tr>
</tbody>
</table>

Interested in a multiple month contract? Please call Jessica Counts for discounted rates at 916-554-2665.

**AD SPECIFICATIONS:**
600 pixels X 600 pixels, High-Resolution JPG or PDF File

(Please Note: Published ads will be made smaller to fit into the website template. Verify all text on ads is legible at a reduced size.)
Smart Marketing Starts Here

ACCESS CHLA’S DIGITAL AUDIENCE WITH TARGETED ADVERTISING

Why Retargeting?

Our audience becomes your audience with retargeting. Get direct access to CHLA website visitors and retarget them with your brand’s ads anywhere they visit online.

How Does Retargeting Work?

Retargeting works by keeping track of people who visit our website and then displaying your retargeting ads to them as they browse the web. The ad networks we use cover 95% of the consumer web, so your ads can be shown to our audience on sites such as the New York Times, The Weather Channel, Yahoo homepage, etc.

Retargeting keeps your brand out front. Every time a hotelier sees your retargeting ad, your brand gains traction and more recognition. The click-through rates and increased conversion that are typical with retargeting campaigns underscore the value of good branding and repeat exposure.

Quality Targeting

Don’t rely on broad, generic targeting on common ad platforms. Stand out with CHLA qualified audience that will showcase your brand to those who need you the most.

Quantifiable Results

Detailed reporting breaks down your results and value.

Contact Jessica Counts at jessica@calodging.com or 916-554-2665
How Does Retargeting Work?

1. Hoteliers and other target audiences visit the CHLA website.
2. Your ad campaign is activated for visitors to the CHLA website.
3. Your ads display on the many other websites the visitors browse via retargeting.

Choose Your Reach and Duration

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>PRICE</th>
<th>DURATION</th>
<th># OF IMPRESSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1</td>
<td>$2,500</td>
<td>1 month</td>
<td>35,000</td>
</tr>
<tr>
<td>Level 2</td>
<td>$4,500</td>
<td>3 months</td>
<td>70,000</td>
</tr>
<tr>
<td>Level 3</td>
<td>$6,000</td>
<td>6 months</td>
<td>100,000</td>
</tr>
</tbody>
</table>

*customized packages available

Ad Specifications

Ad Sizes: 160 x 600 pixels
728 x 90 pixels
300 x 250 pixels

File Format: Featr accepts .png, .jpg & .gif

File Size: 200MB maximum file size

Contact Jessica Counts at jessica@calodging.com or 916-554-2665
California Hotel and Lodging Association

Media Kit 2021

To reserve your space, please contact:
GRANDT MANSFIELD
grandt@llmpubs.com • 503-445-2226
Advertising sold by LLM Publications

News Room
An online news center with in-depth articles and searchable content.

Hotel Weekly
A weekly newsletter sent to CHLA members with the most recent hotel and lodging news.

Get seen by industry leaders

Advertising Rates

Leaderboard Ad Package
Only 1 available
News Room Leaderboard: 728x90px
Hotel Weekly Leaderboard: 560x100px
• 6 months ........................................ $5,500
• 12 months ....................................... $10,500

Sub-Leaderboard Ad Package
Only 1 available
News Room Sub-Leaderboard: 728x80px
Hotel Weekly Sub-Leaderboard: 560x100px
• 6 months ........................................ $5,000
• 12 months ....................................... $9,500

Product Showcase Ad Package
Only 2 available
News Room Product Showcase: 300x250px
Hotel Weekly Product Showcase: 260x300px
• 6 months ........................................ $4,500
• 12 months ....................................... $8,500

Box Ad Package
Only 2 available
News Room Box Ad: 300x250px
Hotel Weekly Box Ad: 260x200px
• 6 months ........................................ $3,500
• 12 months ....................................... $6,500

Banner Ad Package
Only 2 available
News Room Banner: 696x80px
Hotel Weekly Banner: 560x80px
• 6 months ........................................ $4,000
• 12 months ....................................... $7,500

» Ads sold on a first come, first served basis
» Non-members subject to 15% premium

Advertising Rates

Upcoming Deadlines*
Quarter 1, 2021  12/21/2020  Quarter 3, 2020  6/21/2021
Quarter 2, 2020  3/22/2021  Quarter 4, 2020  9/20/2021

*Deadlines are subject to change due to holidays and/or office closures.

Art Requirements
• A high resolution jpg is the preferred file format
• Fonts embedded
About the Magazine
California Lodging News is the official bi-monthly magazine of the California Hotel and Lodging Association. With an estimated readership of 9,000 viewers per issue, your advertising will reach members of a booming industry in California—all of which are the owners, presidents, and key decision makers of their respective companies. Don’t miss out on the opportunity to showcase your business to those that need your products and services most. For even more exposure, add a tile advertisement to CHLA’s Online Buyer’s Guide website and a logo with your Buyer’s Guide listing to further stand out!

Reader Demographics

- **Readership**
  - 33% Operations, Finance, Food & Beverage, and Housekeeping
  - 13% Sales and Marketing
  - 54% Management

- **Property Size**
  - 32% 1-35 rooms
  - 30% 36-100 rooms
  - 38% 100+ rooms

- **Property Segment**
  - 29% Upper Upscale
  - 8% Economy
  - 9% Luxury
  - 11% Midscale
  - 19% Upscale
  - 25% Upper Midscale

**ESTIMATED READERSHIP**
9,000

**ESTIMATED READERS PER COPY**
3.00

**CIRCULATION**
3,000
### Advertising Rates (Members)

<table>
<thead>
<tr>
<th></th>
<th>2x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover*</td>
<td>$2,205</td>
<td>$1,760</td>
</tr>
<tr>
<td>Inside Covers*</td>
<td>$2,095</td>
<td>$1,680</td>
</tr>
<tr>
<td>Full Page*</td>
<td>$1,845</td>
<td>$1,475</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$1,145</td>
<td>$915</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,015</td>
<td>$815</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$820</td>
<td>$655</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$590</td>
<td>$470</td>
</tr>
<tr>
<td>Superlisting</td>
<td>$235</td>
<td>$185</td>
</tr>
</tbody>
</table>

*Non-members subject to 15% premium.

*Ad sizes that can have bleeds. Set bleeds to 0.125".

- Guaranteed placements (other than covers) are subject to a 15% premium. All rates are net.

### CHLA Marketplace

Each issue features the CHLA Marketplace. Allied members receive company name and phone number under one category heading.

Make your listing stand out by converting it to a Superlisting. It will be highlighted on the page, and include contact name, phone, email, website, and a short description (up to 30 words).

### Art Requirements

- A high resolution pdf is the preferred file format.
- All images must be 300 dpi (Images from the web are not print quality).
- Fonts embedded.
- Name files clearly, indicating your company name and publication.
- For ads with bleed, export pdfs with 1/8" (125") bleed settings. No crop marks.
- Color requirements—All full color ads must be process color (CMYK). No spot colors.

For more information, please contact:

**GRANDT MANSFIELD**
503-445-2226
grandt@llmpubs.com

### Ad Material

Upload files at www.llmpubs.com or email pdf to ads@llmpubs.com

- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- Email ads@llmpubs.com for more detailed specifications.

Need help creating an ad? Free ad design (with revisions up to 3 proofs).

- Please allow up to 5 business days for first proof. Contact your sales representative for more information.