# CHLA & CABBI
Webinar Sponsorship Program

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Learn About

CALIFORNIA HOTEL & LODGING ASSOCIATION

Recognized as one of the most influential state lodging associations throughout the country, the California Hotel & Lodging Association’s mission is to protect the rights and interests of owners and operators and be their indispensable business resource. Legislative advocacy, educational training, communication, and cost-saving programs are provided for all segments of the industry.

Established over 125 years ago to represent a burgeoning industry, CHLA has built upon the goals and objectives first established in 1893, CHLA continues to serve the unique interests of each segment of California’s diverse lodging industry.

CHLA is the largest and most influential state lodging association in the world!
Learn About
California Association of Boutique & Breakfast Inns 🌼

The California Association of Boutique & Breakfast Inns (CABBI) is the largest and most influential bed & breakfast and boutique inn association in the nation and is the only California bed & breakfast association affiliated with both the California Hotel & Lodging Association and the American Hotel & Lodging Association.

The birth and unparalleled development of CABBI came about from the consolidation of several splinter volunteer-run groups into a professionally managed trade association that represented the inns for the entire state. CABBI is an answer to a host of needs expressed by the traveling public and independent innkeepers alike.

CABBI’s criteria and standards for membership set the stage for unparalleled success as an organization, making CABBI the most frequented association of its type in the nation.
CHLA Member Demographics

Located in the nation’s most visited state, CHLA’s membership includes approximately 1,800 members, representing close to 180,000 guestrooms!

CHLA members are all owners, presidents, and key decision makers of their respective companies.

Job Function
54% Management
33% Operations, Finance, Food & Beverage, & Housekeeping
13% Sales and Marketing

Property Size:
38% 100+ rooms
30% 36–100 rooms
32% 1–35 rooms

Property Segment:
29% Upper Upscale
19% Upscale
25% Upper Midscale
11% Midscale
9% Luxury
8% Economy
Strategically Position Your Brand

Be Ready for Growth

In the wake of COVID-19, the travel, tourism and lodging sectors have been amongst the hardest hit areas of the global economy. However, pent-up consumer & business demand is anticipated to result in an elastic band recovery for the hotel and lodging industry when pressures of the pandemic ease.

For suppliers to the industry, there has never been a more strategically important time to remain engaged with the decision makers of this industry. Owners and operators require access to educational content and innovative insights now, so that they can make informed decisions about their investments in supplies and services when the industry rebounds.

The CHLA/CABBI Sponsored Webinar Program allows you to position your organization as a thought leader and service provider of choice. You will be top-of-mind with decision makers across California’s hotel and lodging industry when business growth returns.
Webinar Outreach Plans

Marketing Your Webinar

Each Webinar will target CHLA* and CABBI communities:

- Dedicated Email Evite to 7000 CHLA & CABBI Recipients
- Posts to all CHLA Social Media Channels
- Webinar Featured on the CHLA Website
- Webinar Promoted in the CHLA Newsletter

*Vendor membership included. See bonus offer, p.8.
Benefits of Webinar Sponsorship

Lead the Market
1. Build brand awareness
2. Achieve thought leadership status
3. Present from a competitor-free stage
4. Have audience attention for 60 minutes

Gain New Leads
5. Generate quality leads
6. Extend geographic reach
7. Re-qualify existing contacts

Optimize Marketing Performance
8. Improve sales pipeline management
9. Penetrate new markets
10. Gather market intelligence

Why Webinars?
- Easily accessible to members
- Focused & current content
- Interactive & intimate for members
- Available on demand
# Webinars Made Easy

We have the best webinar professionals in the business at your disposal

## Pre-Event Prep
- Get a Personalized Project Plan
- Learn Best Practices
- We Market the Webinar
- Get a Branded Webinar Page
- Receive a Quality Control Check
- Get a Guided Webinar Practice

## Live Webinar
- Green Room Ready
- Use Our Moderators
- Do Audience Polling
- Do a Q&A Session
- Upload Handouts
- Have Technical Support
- Webcam Ready Options

## Post-Event
- Get a Registration Report
- We Host the Recording Online
- Receive a Recorded Copy

Webinar Services Provided By:

[WebinarHub](#)

[California Hotel & Lodging Association](#)

[cabbi](#)
Webinar Sponsorship Package

1. Full webinar production support facilitated by WebinarHub
2. Marketing outreach by CHLA and CABBI to its member communities
3. Detailed registration and attendee report with full contact information & associated data
4. Bonus Vendor Membership included. Receive access to CHLA’s property member list

Total Package Cost:
4 Webinar Series — $8000
2 Webinars — $5000
1 Webinar — $3000

*Bonus – CHLA Vendor Membership included with your Webinar Sponsorship Package!

When a lodging property in California requires goods & services, they usually start with CHLA Vendor Members first. They know that these are businesses that specialize in the lodging industry and know the needs in the industry. These are the businesses that support the industry, and our lodging property members support the industry by supporting them.

For Full details see: Vendors/Suppliers Membership
WebinarHub

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