

# 2024 PLANNING + PARTICIPATION GUIDE



**A GUIDE TO CHLA SPONSORSHIP +  
ADVERTISING OPPORTUNITIES**



Updated May 24, 2024





# 2024 PLANNING + PARTICIPATION GUIDE

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.



## 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 Annual Meeting, the California Lodging Industry Legislative Action Summit, and two joint conferences and trade shows with our partner, AAHOA. The Crystal Ball Conference is back this year with a new name: The Hotel Conference: Trends + Insights

## 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](http://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](http://www.calodging.com) for updated information.

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 Erika Costa at [erika@calodging.com](mailto:erika@calodging.com) for details.

## CONTACT

Erika Costa, Partnership Manager  
916-554-2665 or [erika@calodging.com](mailto:erika@calodging.com)



CHLA PARTNER SPONSORSHIP LEVELS & BENEFITS

Benefits		Details	Value	Diamond	Platinum	Gold	Silver	Bronze
Total Investment				\$50,000	\$30,000	\$20,000	\$12,500	\$7,500
Events & Webinars	CHLA Membership	One Year Dues	\$1,000	✓	✓	✓	✓	✓
	Trends + Insights (formally the Crystal Ball Conference)	Sponsorship and Attendance	\$2,499+	Includes logo on event materials, attendee list, speaker intro & attendance for 2	Includes logo on event materials, attendee list & attendance for 1	Includes logo on event materials, attendee list & attendance for 1		
	California Hotel Conferences & Trade Shows (Two Regional Events)	Tabletop with Electricity, Internet & Two Attendees at Two Events	\$1,495+	✓	✓	✓	✓	Pick one show
	Annual Membership Luncheon & Stars of the Industry	Different Levels of Sponsorship, Program Ad and Lunch Attendance	\$1,000 - \$7,500	Includes logo on event materials, a full-page program ad, a table of 10 attendees, sponsorship of one award & present the award.	Includes logo on event materials, a full-page program ad & lunch attendance for 4	Includes logo on event materials, a full-page program ad & lunch attendance for 2	Includes logo on event materials & lunch for 1 attendee	Includes logo on event materials & lunch for 1 attendee
	California Lodging Industry Legislative Action Summit	Event Sponsor	\$1,500 - \$4,000	Includes logo on event materials, full-page ad & table of 10 at the event.	Includes logo on event materials, full-page ad & attendance for 2	Includes logo on event materials, full-page ad & attendance for 2		
	CABBI InnSpire Conference	Gold Sponsor of the Event	\$3,499	✓				
	Webinar Opportunity	Opportunity to Present a Webinar During the Year	\$5,000	✓				
	Board Sponsorship	Reception, Lunch or Breakfast Attached to a Board Meeting Contingent Upon Approval & Timing	\$5,000+	✓	✓			
Communications & Advertising	Hotel Weekly Article	Newsletter Article Contingent Upon Approval	\$1,000+	2 Articles Per Year	1 Article Per Year	1 Article Per Year	1 Article Per Year	
	Hotel Weekly Banner Ad	Banner Ad in Weekly Email Newsletter	\$350	8 Ads Per Year	8 Ads Per Year	4 Ads Per Year		
	California Lodging News Magazine Article	One-Page Article Contingent Upon Approval	\$2,000+	2 Articles Per Year	2 Articles Per Year	1 Article Per Year		
	California Lodging News Magazine Advertisement	Advertisement	\$1,845+	Homepage Ad, Length TBD	Homepage Ad, Length TBD			
	Flyer Distribution In New Member Mailings	Distribution of Flyers in Member and Prospect Mailing or Emails Contingent Upon Approval	\$2,500	✓	✓	✓		



CONTACT

Erika Costa, Partnership Manager  
916-554-2665 or erika@calodging.com

Plus these “Priceless” Benefits

...and invitations to all events and exclusive opportunities to create mutually profitable programs for CHLA members.

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





**JANUARY 28-30, 2024**  
**INTERCONTINENTAL® MARK**  
**HOPKINS® SAN FRANCISCO**  
San Francisco, California

InnSpire Conference and Trade Show is your once-a-year opportunity to network with innkeepers, owners, and G.M.s for boutique hotels and B&Bs from around the state. InnSpire sponsorship opportunities are a great way to increase your company's exposure and get your products and services in front of more innkeepers before, during and after the conference.

## CONTACT

**Erika Costa, Partnership Manager**  
**916-554-2665 or [erika@calodging.com](mailto:erika@calodging.com)**

## SPONSORSHIP OPPORTUNITIES

- ☐ **Platinum Sponsor \$5,499**
  - A premium booth space with internet and power
  - Registration for up to four (4) company representatives
  - Exclusive sponsorship of a breakfast, lunch, keynote speaker, or other general session event
  - The opportunity to introduce one of the speakers or offer an event welcome
  - Company logo on program and event website
  - Enhanced listing in conference program
  - Signage at the event
  - Dedicated Social Media Promotion
  - Full page ad in the conference program
  - Discount code to invite your clients to InnSpire
- ☐ **Gold Sponsor \$3,499**
  - A premium booth space with internet and power
  - Registration for two (2) company representatives
  - Company logo on program and event website
  - Exclusive sponsorship of breaks or individual speaker sessions
  - Enhanced listing in the conference program
  - Signage at the event
  - Social Media promotion as event sponsor
  - 1/2-page ad in conference program
  - Discount code to invite your clients to InnSpire
- ☐ **Silver Sponsor \$1,999**
  - A booth space with internet and power
  - Registration for one (1) company representative
  - Company logo on program and event website
  - Signage at the event
  - 1/2-page ad in conference program

## A LA CARTE SPONSORSHIP OPTIONS

A la carte sponsorships are subject to change based on schedule and other sponsorships. Additional sponsorship opportunities and customizable options are available. ***A la carte sponsorships DO NOT include a booth space in the marketplace.***

- ☐ **Sunday Reception Sponsor \$1,000**
- ☐ **Sunday Opening General Session Sponsor \$500**
- ☐ **Monday Morning Breakfast Sponsor \$750**
- ☐ **Monday Lunch Sponsor \$1,000**
- ☐ **Monday Night Cap Sponsor \$3,000**
- ☐ **Coffee/Tea Sponsor \$500**
- ☐ **Confirmation Email Sponsor \$300**
- ☐ **Sponsor a Workshop \$250**
- ☐ **InnSpire Attendee Bag Sponsor In kind**
- ☐ **InnSpire Lanyard Sponsor In kind**

*Have an idea or what to customize your sponsorship? Contact us!*



## EVENT PROGRAM ADVERTISING

*Ads are due 3 weeks prior to event.*

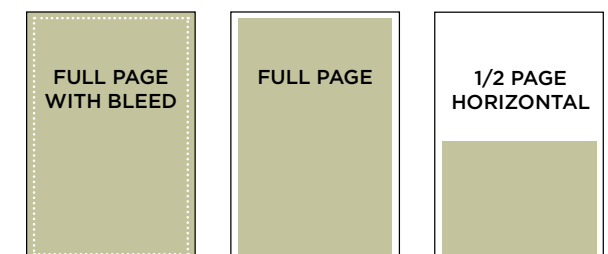
- ☐ **Full-Page \$500**
- ☐ **Half-Page \$250**

## ADVERTISING DIMENSIONS

**Trim Size: 5.5 x 8.5 inches**

**Live Safety Area: 5.25 x 8.25 inches**

Full Page with Bleed	5.75 x 8.75 inches
Full Page	5 x 8 inches
Half Page Horizontal	5 x 3.875 inches



## ART REQUIREMENTS

Preferred format is a PDF/X-1A, CMYK file at 300 DPI with all fonts and images embedded. High resolution (300 DPI) JPEGs may also be accepted. Be certain to convert all fonts to outlines and convert all RGB or spot colors to CMYK.



[www.innspireconference.com](http://www.innspireconference.com)



# CALIFORNIA LODGING INDUSTRY LEGISLATIVE ACTION SUMMIT

**APRIL 17, 2024**  
**SAFE CREDIT UNION CONVENTION CENTER**  
Sacramento, California

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.

## CONTACT

**Erika Costa, Partnership Manager**  
**916-554-2665 or [erika@calodging.com](mailto:erika@calodging.com)**

## SPONSORSHIP OPPORTUNITIES

Sponsor recognition includes signage, program, CHLA website, CHLA newsletter, and CHLA press release of the event. Sponsors will be asked to supply their logo\* for promotional purposes.

<input type="checkbox"/> <b>Lunch</b>	<b>\$5,000</b>
<input type="checkbox"/> <b>Continental Breakfast</b>	<b>\$3,000</b>
<input type="checkbox"/> <b>General Session</b>	<b>\$2,500</b>
<input type="checkbox"/> <b>Lanyard Sponsor</b> Your logo/information on all attendees' lanyards	<b>\$1,000</b>
<input type="checkbox"/> <b>Badge Sponsor</b> Your logo on all attendee name badges	<b>\$250</b>
<input type="checkbox"/> <b>Audio/Visual</b> Your logo will be displayed prominently.	<b>In-Kind</b>

*\* Preferred sponsor logo file formats include .ai and .eps files. High resolution .png, .jpg or .pdf files can also be accepted.*



## ADVERTISING OPPORTUNITIES

Advertise in the Legislative Action Summit attendee materials.

<input type="checkbox"/> <b>Multi-Page Flyer or Brochure</b>	<b>\$500</b>
<input type="checkbox"/> <b>One-Page Flyer</b>	<b>\$250</b>

*The California Lodging Industry Legislative Action Summit is presented by the California Hotel & Lodging Association, in conjunction with the California Association of Boutique & Breakfast Inns (CABBI) and AAHOA.*



**[www.calodging.com](http://www.calodging.com)**



# CALIFORNIA HOTEL CONFERENCES & TRADE SHOWS

SOUTHERN CALIFORNIA  
**MAY 21, 2024**  
ONTARIO CONVENTION  
CENTER



NORTHERN CALIFORNIA  
**MAY 23, 2024**  
SOUTH SAN FRANCISCO  
CONFERENCE CENTER



Get your company in front of hundreds of hoteliers and help support the hotel industry by sponsoring or exhibiting at this year's California Hotel Conferences & Trade Shows.

## CONTACT

Erika Costa, Partnership Manager  
916-554-2665 or [erika@calodging.com](mailto:erika@calodging.com)

## SPONSORSHIP OPPORTUNITIES

All sponsors will receive their logo\* on signage and recognition on the CHLA conference attendee website and event program.

### ☐ Joint CHLA/AAHOA Lunch **\$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 and introduce the speaker.

### ☐ Badge Lanyard Sponsor **\$2,000 or In-kind**

### ☐ Bag Sponsor **\$2,000**

### ☐ Reception Sponsors **\$1,000**

### ☐ Registration Email Sponsor **\$800**

### ☐ Drink Tickets **\$500 for 30 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**

### ☐ Water Station Sponsors **\$250**

### ☐ Education Session Sponsor **\$350 each**

### ☐ A/V Sponsor **In-kind**

### ☐ Promo Item for the Attendee Bags **In-kind**

*\* Preferred sponsor logo file formats include .ai and .eps files. High resolution .png, .jpg or .pdf files can also be accepted.*

## EXHIBITOR FEES

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. WiFi is complimentary but must be pre-ordered with your online registration.

### ☐ CHLA or AAHOA Vendor Member 6-foot display table **\$1,495**

### ☐ CHLA or AAHOA Member High-Top Table **\$1,000**

### ☐ AAHOA ClubBlue/Platinum or CHLA Partner **Free**

### ☐ Non-Member **\$2,495**

### ☐ Electricity **\$50**

### ☐ Wireless Internet **Free**

### ☐ Additional lunches: **\$50/ea.** (2 per table provided)

## TENTATIVE SCHEDULE

9:00AM- 11:45AM	Educational Sessions
11:00AM - 1:15PM	Trade Show Set Up
11:30AM - 12:30PM	Lunch in the Trade Show
1:30PM - 4:30PM	Trade Show Open for Attendees
3:30PM - 4:30PM	Reception in the Trade Show

[www.calodging.com](http://www.calodging.com)





CALIFORNIA  
HOTEL CONFERENCES  
& TRADE SHOWS

SHIPPING  
INFORMATION

SOUTHERN CALIFORNIA  
MAY 21, 2024

You may ship boxes (no pallets or containers please) directly to:

**Ontario Convention Center**  
CHLA Hotel Conference & Trade Show  
Attn: Your Company Name & Table #  
2000 E Convention Center Way  
Ontario, CA 91764

*Please number of boxes (Example: Box 1 of 2; Box 2 of 2)*

NORTHERN CALIFORNIA  
MAY 23, 2024

You may ship boxes (no pallets or containers please) directly to:

**South San Francisco Conference Center**  
CHLA Hotel Conference & Trade Show  
Attn: Your Company Name & Table #  
255 S Airport Blvd  
South San Francisco, CA 94080

*Please number of boxes (Example: Box 1 of 2; Box 2 of 2)*

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

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 exhibitors booth, or excessive operating noise that distract neighboring exhibits, 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.

**CANCELLATION POLICY** – Please see online registration.

**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, tacked, 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 NOT CONNECTED WITH EXHIBITORS** – 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 required to pay for expenses incurred up to the time such contingency shall have occurred. The exhibitor waives all claims for damage or recovery of payments made except the return of the prorated amount paid for exhibit space less expenses incurred by CHLA and AAHOA and the chosen Exposition Services Company.



# HOTEL CONFERENCE TRENDS + INSIGHTS

**AUGUST 21, 2024**  
**THE WATERFRONT BEACH  
RESORT, A HILTON HOTEL**  
Huntington Beach, California

HOTEL CONFERENCE  
TRENDS + INSIGHTS

Join us at the forefront of hospitality innovation and strategy at the Trends + Insights Hotel Conference, the ultimate gathering for leading hotel industry professionals. Gain invaluable foresight from expert panels covering critical topics such as human resources innovations, legal updates, industry data and safety protocols. Elevate your industry acumen alongside California's top hotel leaders, executives, owners, managers, and corporate representatives. Don't miss this unparalleled opportunity to learn, connect, and shape the future of hospitality excellence.

## CONTACT

**Jesse Geremia, Executive Vice President**  
916-554-2660 or [jesse@calodging.com](mailto:jesse@calodging.com)



## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor \$10,000

Attendance for up to four people and includes sponsor logo on the website and in the program, attendee mailing list and flyer in attendee packets, and can introduce a speaker and sponsor the reception. Additional opportunity to sponsor and attend the CHLA Board of Directors breakfast the next morning, August 22nd.

### Gold Sponsor \$5,000

Attendance for two and includes sponsor logo on the website, in the program, attendee mailing list and flyer in attendee packets.

### Silver Sponsor \$2,500

Attendance for one and includes sponsor logo on the website and in the program and flyer in attendee packets.

### OTHER SPONSORSHIPS AVAILABLE

#### Reception Sponsor \$5,000

#### Lunch Sponsor \$2,500

#### Banner Ad on Confirmation Emails \$500



## ATTENDANCE FEES

### HOTEL ATTENDEES

Member Rate \$399

Non-Member Rate \$599

### VENDOR ATTENDEES

Member Rate \$1500

Non-Member Rate \$2000

*Attendance for one*



[www.calodging.com](http://www.calodging.com)



## CHLA HOSPITALITY FOUNDATION

# Scholarship Awards Gala

**OCTOBER 24, 2024**

**5:00-9:00PM**

**MANCHESTER GRAND HYATT**

San Diego, California



The CHLA Hospitality Foundation's annual Scholarship Award Gala honors the next generation of hospitality leaders in California. The event provides hoteliers the chance to meet and support the rising stars who are working toward degrees in hospitality and tourism at California colleges and have earned CHLAHF's prestigious, merit-based scholarships. Event sponsorship and program advertising opportunities are available.

## CONTACT

**Jesse Geremia, Executive Vice President**  
**916-554-2660 or [jesse@calodging.com](mailto:jesse@calodging.com)**

To donate items for CHLAHF's online auction to benefit the scholarships, please scan the QR code.



## SPONSORSHIP OPPORTUNITIES

### Platinum Sponsor **\$10,000**

- The dinner sponsorship allows your company a table for 10 (3 students/7 guests) at the event (preferred seating)
- Dedicated slide for rolling slide show on event day
- Logo placement on entry signage
- Gobo with sponsor logo
- A one-time, direct email of the your company's job link to our awardees
- Access to all 2023 awardee resumes
- Link to your company employment web page on Foundation's resources site through Fall 2024
- Prime full page program ad placement (\$2,000 value)

### Gold Sponsor **\$7,000**

- Table for 10 (2 students/8 guests) at the event (preferred seating)
- A one-time, direct email of the your company's job link to our graduates
- Access to all 2023 awardee resumes
- Link to your company employment web page on Foundation's resources site through Fall 2024
- Full page program ad (\$1,400 value)

### Silver Sponsor **\$5,000**

- 8 seats at event
- Company name sponsorship listing in program
- Access to all 2023 awardee resumes
- Link to your company employment web page on Foundation's resources site through Fall 2024
- Half page program ad (\$800 value)

### Bronze Sponsor **\$3,000**

- 4 seats at event
- Company name sponsorship listing in program
- Half page program ad (\$800 value)

### INDIVIDUAL TICKETS

**\$250**

*Can't attend? Your ticket purchase will help a scholarship recipient attend the annual event.*



## EVENT PROGRAM ADVERTISING

*Ads are due 3 weeks prior to event.*

☐ **Full-Page** **\$1,400**

☐ **Half-Page** **\$800**

### ADVERTISING DIMENSIONS

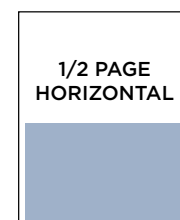
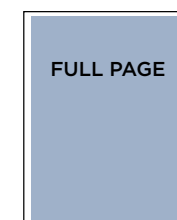
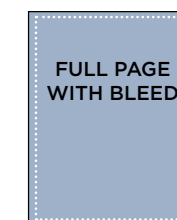
**Trim Size: 8.5 x 11 inches**

**Live Safety Area: 8.25 x 10.75 inches**

Full Page with Bleed 8.75 x 11.25 inches

Full Page 8 x 10.5 inches

Half Page Horizontal 8 x 5.125 inches



### ART REQUIREMENTS

Preferred format is a PDF/X-1A, CMYK file at 300 DPI with all fonts and images embedded. High resolution (300 DPI) JPEGs may also be accepted. Be certain to convert all fonts to outlines and convert all RGB or spot colors to CMYK.

*\* Preferred sponsor logo file formats include .ai and .eps files. High resolution .png, .jpg or .pdf files can also be accepted.*

**[www.chlafoundation.org](http://www.chlafoundation.org)**





# STARS OF THE INDUSTRY AWARDS & ANNUAL MEMBERSHIP MEETING

**DECEMBER 6, 2024**  
**HYATT REGENCY SAN FRANCISCO**  
San Francisco, California

The California Hotel & Lodging Association will hold its Annual Membership Meeting in conjunction with the Stars of the Industry Awards in December 2024.



## Annual Membership Meeting

This year's Annual Membership Meeting will honor CHLA's 2024 chairperson, Dhurv Patel, President and COO, Ridgemont Hospitality and welcome CHLA's incoming chairperson, Cormac O'Modhrain, Group Vice President Asset Management, Sunstone Hotel Investments. 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, Community Service, and DEI Awards.

## CONTACT

**Erika Costa, Partnership Manager**  
**916-554-2665 or [erika@calodging.com](mailto:erika@calodging.com)**

## SPONSORSHIP OPPORTUNITIES

All sponsors will receive their logo\* on signage and recognition on the Stars of the Industry and Annual Membership Meeting program.

- ☐ **Complete Event Sponsorship** **\$10,000**  
The best exposure.
- ☐ **Lunch** **\$5,000**  
Be the talk of the event by sponsoring lunch.
- ☐ **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.
- ☐ **Networking Reception** **\$2,000**  
Includes signage/display at the Networking Reception.
- ☐ **Champagne** **\$2,000**  
Sponsor the champagne or beverages for the Stars Awards reception.
- ☐ **Promotional Printing** **\$1,500**  
Your logo on the registration information.
- ☐ **Signage** **\$1,000**
- ☐ **Appetizers** **TBD**  
Sponsor a delicious, passed appetizer during the networking hour.
- ☐ **Event Centerpieces** **TBD**  
Be the center of attention. Recognition from podium included.
- ☐ **Audio/Visual** **In-Kind**  
Your logo will be displayed prominently.

*\* Preferred sponsor logo file formats include .ai and .eps files. High resolution .png, .jpg or .pdf files can also be accepted.*

**If you have a unique sponsorship idea, we would love to hear it! Please give Erika Costa a call at 916-554-2665 or email her at [erika@calodging.com](mailto:erika@calodging.com).**



## EVENT PROGRAM ADVERTISING

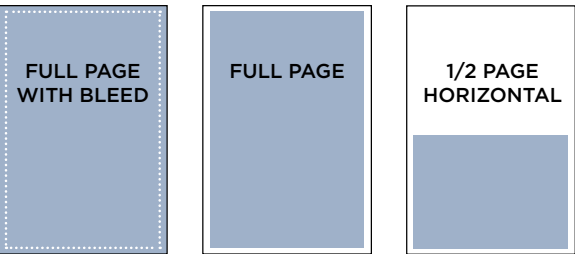
Recognize your "star" and generate goodwill with an ad in the event program.  
*Ads are due 3 weeks prior to event.*

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

## ADVERTISING DIMENSIONS

**Trim Size: 5.5 x 8.5 inches**  
**Live Safety Area: 5.25 x 8.25 inches**

Full Page with Bleed	5.75 x 8.75 inches
Full Page	5 x 8 inches
Half Page Horizontal	5 x 3.875 inches



## ART REQUIREMENTS

Preferred format is a PDF/X-1A, CMYK file at 300 DPI with all fonts and images embedded. High resolution (300 DPI) JPEGs may also be accepted. Be certain to convert all fonts to outlines and convert all RGB or spot colors to CMYK.

**[www.calodging.com](http://www.calodging.com)**







## CHLA EDUCATIONAL SEMINARS & WEBINARS

In the past CHLA has hosted seminars and webinars covering a variety of topics such as:

- New and pending laws for hoteliers
- Americans with Disabilities Act information
- Legislative updates
- Human trafficking training
- HR updates
- Hiring
- Hotel finance
- SEO
- Revenue management
- Internet marketing
- And much more



Build brand awareness among California's hoteliers by sponsoring a CHLA webinar or seminar.

### CONTACT

Erika Costa, Partnership Manager  
916-554-2665 or [erika@calodging.com](mailto:erika@calodging.com)

## SEMINAR SPONSORSHIP OPPORTUNITIES

In-person educational seminar sponsors receive:

- Promotional recognition on the website and event registration and in the CHLA newsletter
- Distribution of materials at event
- Tabletop display (where applicable)
- Opportunity for brief presentation
- List of attendees

☐ **Seminar Tabletop Sponsorship**    \$500

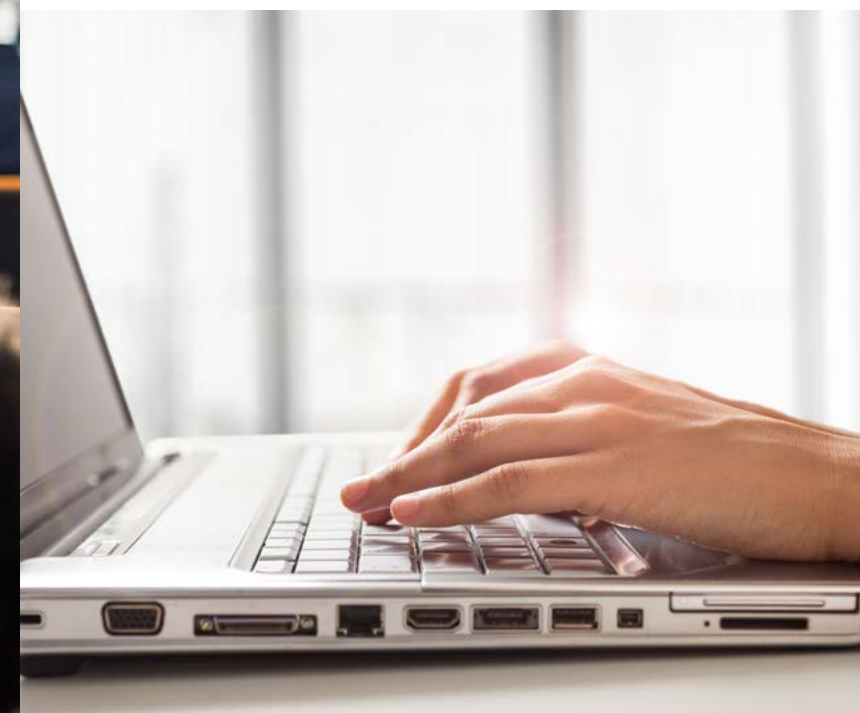


## WEBINAR SPONSORSHIP OPPORTUNITIES

Webinar sponsors receive:

- Promotional recognition on the website and webinar registration page
- Speaker introduction (if applicable)
- Possibility of PDF marketing flyer included in webinar information section
- List of attendees

☐ **Webinar Sponsorship**    \$350



[www.calodging.com](http://www.calodging.com)





# DIGITAL ADVERTISING HOTEL WEEKLY

Get seen by industry leaders with digital advertising in CHLA's Hotel Weekly. The Hotel Weekly is a weekly newsletter sent to CHLA members with the most recent hotel and lodging news.



## CONTACT

To reserve your space, contact:  
**John Constantino**  
[john@llmpubs.com](mailto:john@llmpubs.com) or 503-445-2230  
Advertising sold by LLM Publications



## ADVERTISING RATES

### Leaderboard Ad Package - Only 1 available

Leaderboard Size: 560x100px

<input type="checkbox"/> 6 months	\$6,600
<input type="checkbox"/> 12 months	\$12,710

### Sub-Leaderboard Ad Package - Only 1 available

Sub-Leaderboard Size: 560x100px

<input type="checkbox"/> 6 months	\$6,050
<input type="checkbox"/> 12 months	\$11,500

### Product Showcase Ad Package - Only 2 available

Product Showcase Size: 260x300px

<input type="checkbox"/> 6 months	\$5,450
<input type="checkbox"/> 12 months	\$10,290

### Banner Ad Package - Only 2 available

Banner Size: 560x80px

<input type="checkbox"/> 6 months	\$4,840
<input type="checkbox"/> 12 months	\$9,080

### Classic Box Ad Package - Only 2 available

Box Ad Size: 260x200px

<input type="checkbox"/> 6 months	\$4,240
<input type="checkbox"/> 12 months	\$7,870

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

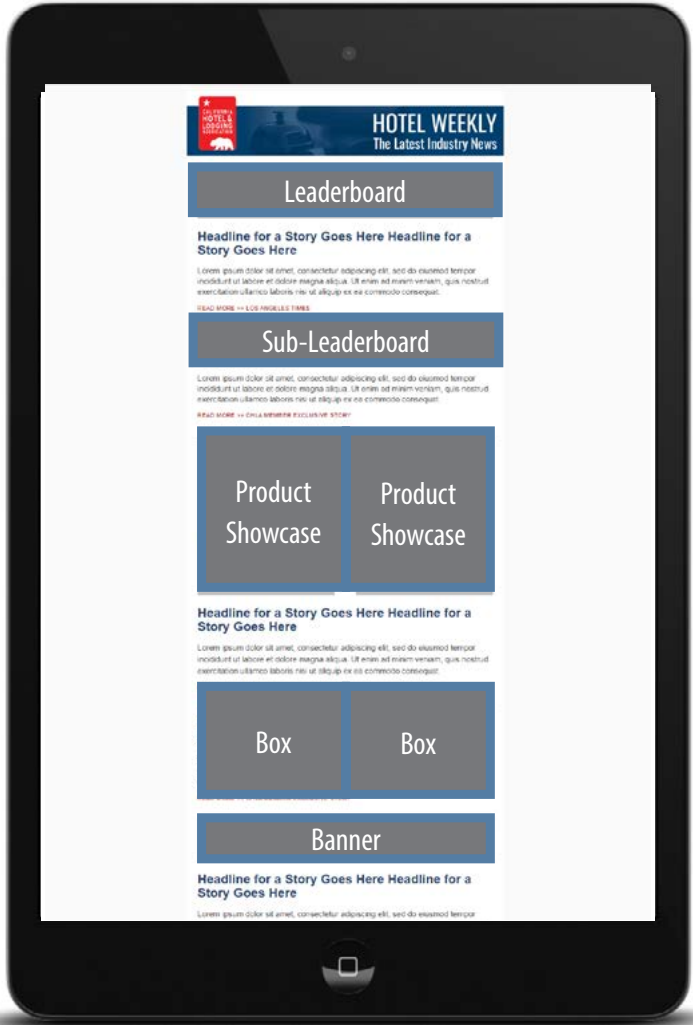
### 2024 ADVERTISING DEADLINES\*

Quarter 1	December 20, 2023
Quarter 2	March 20, 2024
Quarter 3	June 20, 2024
Quarter 4	September 20, 2024

\*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



Hotel Weekly





PRINT ADVERTISING

# CALIFORNIA LODGING NEWS BI-MONTHLY MAGAZINE

California Lodging News is the official bi-monthly magazine of the California Hotel & 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!

## CONTACT

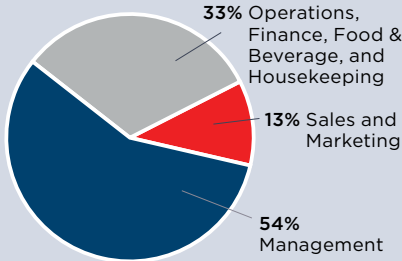
To reserve your space, contact:

**John Constantino**  
[john@llmpubs.com](mailto:john@llmpubs.com) or 503-445-2230  
Advertising sold by LLM Publications

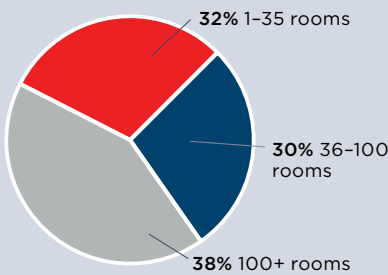


## READER DEMOGRAPHICS

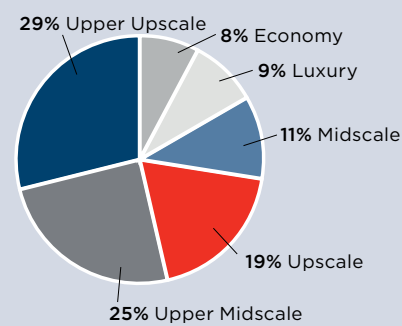
### READERSHIP



### PROPERTY SIZE



### PROPERTY SEGMENT



ESTIMATED READERSHIP  
**9,000**

## 2024 ADVERTISING DEADLINES

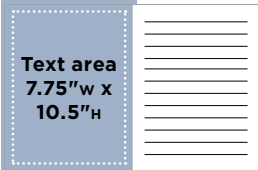
<b>Safety</b> January/February	<b>November 27, 2023</b>
<b>Employee Engagement</b> March/April	<b>January 30, 2024</b>
<b>Technology</b> May/June	<b>March 29, 2024</b>
<b>Green Lodging Sustainability</b> July/August	<b>May 28, 2024</b>
<b>Look Ahead to Elections and 2025 Outlook</b> September/October	<b>July 29, 2024</b>
<b>Guest Satisfaction</b> November/December	<b>October 1, 2024</b>
<b>TBD</b> January/February	<b>November 19, 2024</b>

### Inside Covers & Full Pages



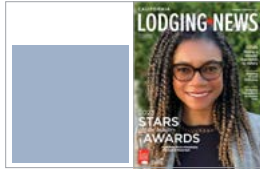
7.5" w x 10" h

### Inside Covers & Full Pages with Bleed



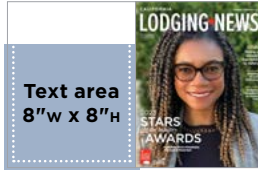
8.75" w x 11.25" h  
Bleed: 0.125"  
(8.5" w x 11" h trim size)

### Back Cover



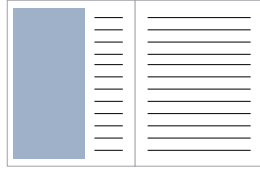
7.5" w x 7.5" h

### Back Cover with Bleed



8.75" w x 8.625" h  
Bleed: 0.125"  
(8.5" w x 8.5" h trim size)

### 2/3 Page



4.9375" w x 9.625" h

### 1/2 Page



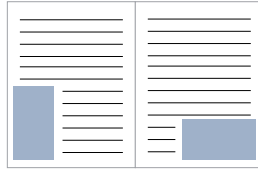
7.5" w x 4.75" h

### 1/3 Page



4.9375" w x 4.75" h

### 1/6 Page



V: 2.375" w x 4.75" h  
H: 4.9375" w x 2.25" h

## 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).



## ADVERTISING RATES

(Member Rates)*	2x	6x
Back Cover**	\$ 2,670	\$ 2,130
Inside Covers**	\$ 2,540	\$ 2,040
Full Page**	\$ 2,230	\$ 1,790
2/3 Page	\$ 1,390	\$ 1,110
1/2 Page	\$ 1,230	\$ 990
1/3 Page	\$ 1,000	\$ 800
1/6 Page	\$ 720	\$ 570
Superlisting	\$ 290	\$ 230

\*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.**

### SPECIFICATIONS

Ink	Full Color
Trim Size	8.5" x 11"
Binding	Saddle Stitch
Published	Bi-Monthly
Circulation	3,000

### 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 ad artwork must be process color (CMYK). No spot colors.

### AD MATERIALS

Upload files at [www.llmpubs.com](http://www.llmpubs.com) or email pdf to [ads@llmpubs.com](mailto: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](mailto:ads@llmpubs.com) for more detailed specifications.

### Need help creating an ad?

Complimentary ad design is available with ad purchase (with revisions up to 3 proofs). Please allow up to 5 business days for first proof. Contact your sales representative for more information.

[www.calodging.com](http://www.calodging.com)





CALIFORNIA HOTEL & LODGING ASSOCIATION  
414 29TH ST. SACRAMENTO, CA 95816-3211  
800.678.2462 | 916.444.5780

