



2009 CH&LA Annual Conference

Exhibitor & Sponsorship

November 15-17, 2009 at the Broadmoor

Wild Wild West Conference

New Exhibitor Opportunities – Reserve Space Today! Reserve your space now and you will have first choice on booth location once the floor plan is available (in the next two weeks). All it requires is 50% down and we will take reservations on a first-come, first-served basis. [New this Year: More flexible booth configurations!](#) The *InfoSource* Exhibitor Show will be held in the **Broadmoor Hall B** providing more flexibility and space for the event!

Choose Your Booth Size: *Booth space can be configured anyway you like. If you are bringing items like exercise equipment, beds, or other display material, please choose the appropriate size booth to accommodate your needs. One exhibitor (personnel) and partial registration is included in the cost of the booth. Additional exhibitors may be added (see below).*

	Member	Non Member
<input type="checkbox"/> Table Top - 6' draped table (ideal for table top display)	\$495	\$695
<input type="checkbox"/> 10' x 10' with 8' draped table (space for pop up display)	\$550	\$750
<input type="checkbox"/> 10' x 20' space with two 8' draped tables	\$610	\$810
<input type="checkbox"/> 20' x 20' space with two 8' draped tables	\$660	\$860

We will notify you as soon as the floor plan is available and let you choose your location in the order in which we receive your reservation and deposit.

List Your Attendees: *The above registration fee includes exhibit space, Sunday opening session, opening InfoSource reception, Monday breakfast and Monday employee awards luncheon, and all general sessions for one representative. Additional individual exhibitors can be added for just \$130. Add as many as you need.*

Exhibitor Name: _____ Title: _____ (included)

Exhibitor Name: _____ Title: _____ @ \$130

Exhibitor Name: _____ Title: _____ @ \$130

Exhibitor Name: _____ Title: _____ @ \$130

Company Name: _____

Primary Contact Email: _____ Phone: _____

Logistics: *Set up: 11/15 at 1pm; Tear down: 11/16 after 2:30pm. Exhibit Hours: 11/15 from 5pm-9pm (5pm kick off session will be in the exhibit room followed by reception); 11/16 from 7:30am-9:15am and 11:30am-2:30pm.*

Additional Events: Please check any additional events you would like to attend.

- Hotelier of the Year Dinner – Monday, November 16 - \$119
- State of the Industry Breakfast – Tuesday, November 17 - \$35

Subtotal Exhibit \$ _____

(Please turn over for sponsor information and payment)

2009 CH&LA Annual Conference

Sponsorship

CH&LA recognizes that we are your conduit for reaching new customers and so we have made changes this year that will let your company play a more significant role in the CH&LA Annual Conference!

SPONSOR OPPORTUNITIES FOR THE MAXIMUM IMPACT

Sponsorship includes: recognition in our brochure and all other marketing materials, on-site literature, welcome tote bag insert, signage at sponsored event, verbal recognition and thanks during event, exposure in our Innquirer Conference Wrap-up Issue, attendee mailing list (one time) plus additional benefits as described below.

<u>Description</u>	<u>Rate</u>	<u>2009 Exhibitor/ Strategic Partner</u>
<input checked="" type="checkbox"/> Lanyards - your company logo around the necks of all attendees!	\$900	\$750 SOLD!
<input type="checkbox"/> Welcome gift – Lead Domination - written by Jaime Klein (our speaker) <i>Book will be cover wrapped with your logo and a message from your company.</i>	\$4,500	\$3,800
<input type="checkbox"/> Conference Attendee Tote Bags - with your Logo	\$1,500	SOLD!
<input type="checkbox"/> Sunday Opening Session with Humorist Karyn Ruth White. Kick off the Conference with insight that will have us all laughing at ourselves! *	\$3,800	\$3,000
<input type="checkbox"/> Monday Breakfast with AH&LA Chairman Joe Martin*	\$750	\$450 SOLD!
<input type="checkbox"/> Keynote with Jaime Klein – former hotel executive and author of <i>Lead Domination*</i>	\$3,800	\$3,000
<input type="checkbox"/> Colorado Economic Outlook Session with Rich Wobbekind and Bill Hopping*	\$2,500	\$1,800
<input type="checkbox"/> USA Today Employee Awards Luncheon *	\$4,500	SOLD!
<input type="checkbox"/> Afternoon General Session with Nora Burns – <i>Bridging Generational Differences*</i>	\$3,800	\$3,000
<input type="checkbox"/> Hotelier of the Year Dinner – Sponsorship includes welcome announcement and introduction of 2009 Hotelier of the Year.	\$5,000	\$4,200
<input type="checkbox"/> State of the Industry Breakfast: AH&LA Government Affairs Marlene Colucci and CH&LA lobbyist Bill Artist*	\$750	\$450 SOLD!

* Sponsorship of sessions includes introduction of the speaker and 60- second commercial for your company.

Subtotal Sponsor \$ _____

Choose Your Payment Method: Total Amount (Side 1 and Side 2): \$ _____

- I have enclosed payment in full. Please provide priority when choosing my booth location.
- I have enclosed a 50% deposit to hold my booth. Please provide priority when choosing my booth location and invoice me for the balance.
- Please invoice me. I understand that until I pay at least 50% of my booth I will not have priority on booth location.
- Please contact me immediately to discuss my options.

- Check Enclosed Made Payable to CHLA
- Invoice me
- Charge My Credit Card. (Circle One) VISA MasterCard Amex

Card Number: _____ Exp Date: _____
 Name on Card: _____

Fax, Email or Mail this form to:
 Colorado Hotel & Lodging Association • 730 17th St. Suite 920 • Denver, CO 80202 •
 Fax 303-297-8104 • Phone: 303-297-8335 • jbenignsdorf@chla.com