



Leadership by Association

COLORADO
HOTEL AND LODGING
ASSOCIATION

ALLIED MEMBER APPLICATION

*Welcome to CH&LA.
Thank you for supporting Colorado's lodging industry.*

Step 1: Provide Your Information for our Database and Promotional Opportunities.

Company Name: _____

Mailing Address: _____

City/Zip: _____

Primary Contact: _____

Phone: _____ Fax: _____ E-Mail: _____

Web Site URL: _____

Step 2: How Can CH&LA Best Serve You?
Please answer these questions so we may help you build awareness and connections among our member hoteliers.

1. What is the primary reason/objective for joining CH&LA? _____

2. Who is your primary target at a lodging property? (general manager, Dir. Operations, front desk, IT) _____

3. CH&LA hosts its Annual Conference each Fall and provides an opportunity for corporate partners to display products and services. Would you like to be contacted about exhibiting? Yes No.

4. Throughout the year, we will highlight your company on our web site and in our newsletter. Your company will also be included in our annual member resource directory. Please provide a brief description of your company and what solutions you bring to the lodging industry. Please print clearly and limit your description to 100 words or less.

Step 3. Choose Your Level of Membership and Payment Option

Allied.....\$350 Allied Membership PLUS.....\$1,999 Strategic Partner.....\$4,270

See back of this form for description and comparison of benefits

Payment Options

Check Enclosed Made Payable to CHLA Please Bill Me

Charge My Credit Card. (Circle One) VISA MasterCard Amex

Card Number: _____ Exp Date: _____

Name on Card: _____

Return Form and Payment to: CHLA, 730 17th Street, Suite 920, Denver, CO 80202 • Fax: 303-297-8104



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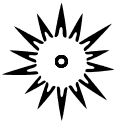
DESCRIPTION OF ALLIED MEMBER LEVELS

Allied Membership - \$350 annually

- A full page description on the member section of our web site at www.coloradolodging.com
- Subscription to the *INNquirer* – CH&LA newsletter sent six times a year. Allied members receive discounted advertising rates.
- “In the Know” – email updates about changes in the industry and the things you need to know.
- Discounted advertising rates in our Annual Membership Resource and Buyer’s Guide.
- Preferred rates on exhibiting at our Annual Conference.
- Preferred member rates to attend the CH&LA Summer Meeting and other scheduled events.
- Once a year rental of our member mailing list.
- CHLA Construction Report – the best resource for keeping track of new construction, remodels, and expansions throughout Colorado.
- Discounts on medical insurance plans, credit card processing, FedEx and other freight shipping.

NEW! Allied Membership PLUS! - \$1,999 Annually

- All the benefits of Allied Membership Plus:
 - ½ page ad in three (3) issues of the *INNquirer* newsletter
 - ½ Page ad in the Annual Green Book – Member Resource and Buyer’s Guide
 - Twice a year rental of our mailing list.
 - Table Top Exhibit Booth at the CH&LA Annual Conference *InfoSource* Night (Trade Show).
 - URL link, email link and picture/logo from your listing on the CH&LA web site



Strategic Partner Level - \$4,299 annually

- All the benefits of Allied Membership Plus:
 - ½ page ad in all six (6) issues of the *INNquirer* newsletter
 - Full Page ad in the Annual Green Book – Member Resource and Buyer’s Guide
 - Table Top Exhibit Booth at the CH&LA Annual Conference *InfoSource* Night (Trade Show).
 - Recognized Sponsor at both the Annual Conference and Family Summer Meeting.
 - Recognized Sponsor of the CH&LA Board Meetings
 - Unlimited Access to our Mailing list
 - URL link, email link and picture/logo from your listing on the CH&LA web site
 - Eligibility to be considered as a webinar sponsor/speaker as part of the CH&LA Educational Calendar or as a content speaker at our Annual Conference.