

2014 OPPORTUNITIES REGISTRATION FORM

ON A SPACE-AVAILABLE BASIS, PLEASE REGISTER ME FOR THE OPPORTUNITIES WHICH I HAVE CHECKED BELOW.

Hotel: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

*Terms and conditions may apply.
Payment due at time of registration.*

SALES OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Client & Media Showcase Season Pass 5-City Event	Varies	-	Varies	\$8,000 per participant	50	
Preservation Client Database E-Blast Program	Jan-Dec	1	Website	\$375 for shared e-blast \$950 for exclusive e-blast	All Hotels	
Chicago Client & Media Showcase	April 9	1	Chicago	\$1,250 for two participants	50	
New York City Media Showcase	May 7	1	New York	\$1,950 for two participants	50	
ASAE Springtime	May 15	1	Washington, DC	\$2,300 per participant	15	
Atlanta/Southeast Client & Media Showcase	July 24	1	Atlanta	\$1,250 for two participants	50	
Global Business Travel Association	July 27	3	Los Angeles	\$3,500 per participant	15	
HSMIA MEET National	September 3	2	Washington, DC	\$2,300 per participant	15	
Washington, DC Client & Media Showcase	September 3	1	Washington, DC	\$1,300 for two participants	50	
San Francisco Client & Media Showcase	September 10	1	San Francisco	\$1,250 for two participants	50	
National Trust for Historic Preservation - National Preservation Conference	November 11	4	Savannah	\$1,500 per participant	15	
Association Forum Holiday Showcase	December 16	1	Chicago	\$2,300 per participant	15	
National Trust Member Group Rate Program	On-Going	On-Going	Website	Complimentary	All Hotels	
Group Value Dates	On-Going	On-Going	Website	Complimentary	All Hotels	
REVENUE ACCOUNT MGT OPPORTUNITIES	DATE			COST	REMAINING AVAILABILITY	✓
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	All Hotels	
Guest Connect Booking Engine with Complimentary Mobile Booking Engine	On-Going			Ask for Quote	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	
MARKETING OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Cooperative Marketing Program	Jan-Dec	30	Online, Print	\$3,000 - \$3,500	Advance sign-up required	
<i>Discover & Explore</i> e-Newsletter	Jan-Dec	1	Online	Featured Hotel: \$950 Best Bet: \$375 History Mystery: \$375	Advance sign-up required	
<i>Employee Special Offers</i> e-Newsletter	Jan-Dec	1	Online	Featured Hotel: \$750 Additional Placements: \$375	Advance sign-up required	
Historic Hotels of America Co-op Print Ad	Spring/Summer / Fall/Winter	On-Going	<i>Preservation Magazine</i>	Featured Photo \$4,000 Square Photo \$1,600	Advance sign-up required	
Regional Hosted Media Lunch	February 6	1	New Orleans	\$500	8	
Regional Hosted Media Lunch	April 24	1	San Francisco	\$500	8	
Regional Hosted Media Lunch	May 29	1	Boston	\$500	8	
Regional Hosted Media Lunch	June 26	1	Washington, D.C.	\$500	8	
Regional Hosted Media Lunch	August 7	1	Chicago	\$500	8	
Regional Hosted Media Lunch	September 25	1	Atlanta	\$500	8	
Regional Hosted Media Lunch	October 23	1	New York	\$750	8	
Regional Hosted Media Lunch	December 11	1	Charleston	\$500	8	
National Trust for Historic Preservation Member Rates	On-Going	On-Going	Website	Complimentary	All Hotels	
Historical Experience Packages	On-Going	On-Going	Website	Complimentary	All Hotels	
City Spotlight Campaigns	On-Going	30	Website, <i>Discover & Explore</i>	Complimentary	Advance sign-up required	
Seasonal Packages	On-Going	30	Website, <i>Discover & Explore</i>	Complimentary	Advance sign-up required	
Facebook Sweepstakes	Quarterly	30	Online	Two-night stay for two with an historical experience	Advance sign-up required	
<i>Preservation Magazine</i> Guestroom Distribution Program	Winter / Spring Summer / Fall	On-Going	Print	Complimentary	All Hotels	