

# 2012 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	✓
Preservation Client Database E-Blast Program	Jan-Dec	1	Website	\$375 for shared e-blast \$950 for exclusive e-blast	All Hotels	
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	
Pharmaceutical Meeting Forum	March 25	3	Orlando	\$4,000 per participant	15	
Chicago Client + Media Showcase	April 12	1	Chicago	\$950 for first attendee	50	
ASAE Springtime	May 3	1	Washington, DC	\$2,200 per participant	15	
New York City Client + Media Showcase	May 9	1	New York	\$1,895 for two participants	50	
AIBTM	June 19	3	Baltimore	\$3,000 per participant	10	
Global Business Travel Association	July 22	3	Boston	\$2,900 per participant	15	
HSMIA's MEET National	September 5	2	Washington, DC	\$2,100 per participant	15	
Washington, DC Client Showcase	September 6	1	Washington, DC	\$950 for first attendee	50	
San Francisco Client + Media Showcase	September 19	1	San Francisco	\$1,750 for two participants	50	
IMEX America	October 9	3	Las Vegas	\$4,500 per participant	10	
National Trust for Historic Preservation - National Preservation Conference	October 31	3	Spokane	\$1,750 per participant	15	
Association Forum Holiday Showcase	December 13	1	Chicago	\$2,200 per participant	15	

REVENUE ACCOUNT MGT OPPORTUNITIES	DATE	DAYS	LOCATION	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	
Hot Deals Featured on the HHA Website	On-Going			Complimentary	All Hotels	
Hotel Link on PreservationNation.org	On-Going			Complimentary	All Hotels	
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	All Hotels	
Guest Connect Booking Engine	On-Going			Ask for Quote	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iMobile - Mobile Booking Engine	On-Going			\$400 Set-up, \$75/Month	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	Inquire for more information	Advance sign-up required	
Name Exchange Promotional Campaign	Jan-Dec	30	Website	Minimum: 7,500 names Maximum: 20,000 names	15	
Hosted Media Lunch	March 29	1	New Orleans	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	July 26	1	Boston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	August 23	1	Charleston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	October 17	1	New York	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	December 6	1	Washington, DC	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
National Trust for Historic Preservation Member Rates	On-Going	On-Going	Website	Complimentary	All Hotels	
Historic Hotels of America Ad	On-Going	On-Going	<i>Preservation Magazine</i>	\$150 per Hotel/Quarter	80, 90-day Advance sign-up NTHP rate req.	
Historical Experience Packages	On-Going	On-Going	Website	Complimentary	All Hotels	
City Spotlight Campaigns	On-Going	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages ( <i>Preservation Magazine</i> )	May	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Civil War Sesquicentennial)	June	June-Aug	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Fall Back in Time, 2012)	September	Sept, Oct, Nov	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Winter Values, 2012 - 2013)	December	Dec, Jan, Feb	Website	Complimentary	Advance sign-up required	