



PREMIER PARTNER BENEFITS

Choose your benefits to determine your marketing strategy

PLATINUM \$5,000

(Select 6 additional benefits)

GOLD \$3,000

(Select 3 additional benefits)

SILVER \$1,000

(Select 1 additional benefit)

To become a CLIA Premier Partner, select your benefits below and fax to 916/925-0785.

Company: _____ Contact: _____
 Phone: _____ Email: _____

	INCLUDED ✓		
	PLATINUM	GOLD	SILVER
Recognition as a Premier Partner on CLIA Web site, including company name, logo and business description (Platinum 50 words; Gold 25 words)	✓	✓	✓
Recognition as a Premier Partner, including company name, logo and business description <i>California Lodging</i> magazine, <i>California Lodging Industry Resource & Buyer's Guide</i> and <i>LOBBY</i> legislative newsletter (Platinum 50 words; Gold 25 words)	✓	✓	✓
Use of the CLIA logo denoting Premier Partner	✓	✓	✓
Complimentary membership mailing list (Platinum 4x; Gold 3x; Silver 2x)	✓	✓	✓
One-year CLIA Associate Member benefits (\$349.00 value)	✓	✓	✓
Enhanced listing in <i>California Lodging Industry Resource & Buyers' Guide</i>	✓	✓	✓
E-Blast marketing promo to 15,000+ lodging contacts (Platinum 3x; Silver 2x; Silver 1x)	✓	✓	✓
Preferred seating at CLIA events	✓	✓	✓
Priority exhibit space selection at annual tradeshow/events	✓	✓	✓
Sponsorship value applied to CLIA annual tradeshow/annual dinner (Platinum \$2,000; Gold \$1,000)	✓	✓	
Basic exhibit space at annual tradeshow	✓		
Product/service "face-to-face" demo session with CLIA leadership	✓		
Additional Benefits (choose your own!)	Any 6	Any 3	Any 1
Annual tradeshow conference program advertising (1/2 page)	✓		
Sponsorship of <i>CLIA Alerts</i> (weekly E-Blast) 3x per year – reaching up to 5,000+ lodging contacts			
Product/service featured on CLIA web site home page (30 days/ 2x per year)			
Promotion of online webinars or demos for products/services (30 days/1x per year)			
Editorial byline on CLIA's <i>News Features</i> Web site section			
Editorial byline in <i>California Lodging</i> magazine or <i>Annual Resource & Buyers' Guide</i>			
Product/service "Spotlight Section" in <i>California Lodging</i> magazine or <i>Annual Resource & Buyers' Guide</i>			
Sponsorship of industry forums (1x per year)			
Presentation opportunity at annual tradeshow or industry forums			
Ad space in <i>California Lodging</i> magazine reaching 5,000+ lodging properties – Discounted rate			
Ad space in <i>LOBBY</i> newsletter – Discounted Rate			

California Lodging Industry Association PO Box 15918, Sacramento, CA 95852