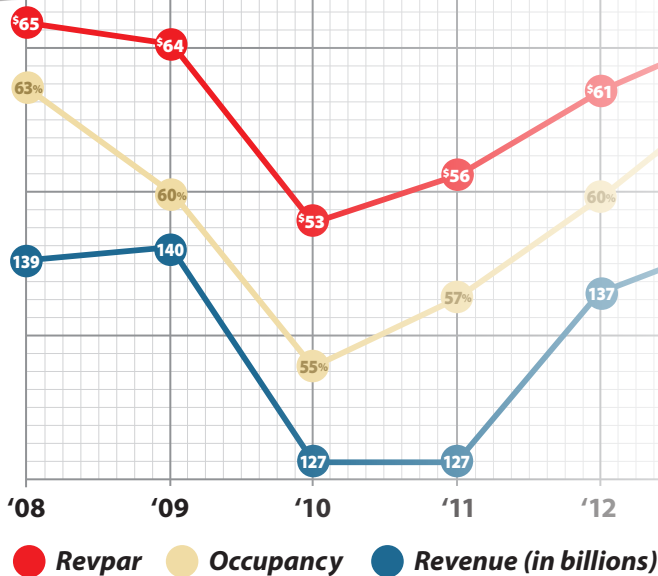


CALIFORNIA LODGING EXPO[®] & CONFERENCE

2013 Registration and Information

Ready for the Recovery



SoLoMo... Sequestration... Obamacare... all major factors that will affect your business in the near future. Hotels are reporting better numbers, but the experts offer mixed forecasts for the economy. No matter what happens, the marketplace will be changing. Are you ready for the changes? Prepare yourself for the future by attending the California Lodging Expo and Conference. Learn about the newest lodging products, marketing innovations and money saving practices at this unique lodging trade show.

NOVEMBER 19, 2013 | CROWNE PLAZA CONCORD | CONCORD, CA

Why **YOU** should attend:

- ▶ Learn something new at one of our cutting edge educational sessions.
- ▶ Network with your colleagues.
- ▶ Win a prize in our raffle drawings. *(See prize samples on next page!)*
- ▶ Find excellent products at great prices at the trade show.
- ▶ Enjoy wonderful food and beverages.

**Prize Drawings,
FREE Luncheon,
FREE Wine Tasting,
FREE Education.**



About the California Lodging Industry Association

The California Lodging Industry Association (CLIA) is California's hospitality trade association serving independent lodging owners and operators. CLIA, since its inception in 1946, is the recognized leader for providing legislative, educational marketing, and profit oriented programs for the California lodging industry.

2013 Registration & Information

SAMPLE OF PRIZES

Airline vouchers for two donated by Orbitz

iPad contest for hotel owners/investors donated by Fechter & Company, CPAs

McCormick & Schmick's Seafood Dinners contest for hotel staff donated by Fechter & Company, CPAs

2 night stay at The Andiron in Mendocino

2 night stay at SeaCrest Ocean Front Hotel Pismo Beach

Overnight stay by the Bay donated by Hampton Inn Alameda

Weekend Getaway donated by Holiday Inn Select Diamond Bar

\$50 gift card donated by American Payment Solutions

OUR SPECIAL THANKS TO THESE SPONSORS FOR MAKING THE EXPO POSSIBLE!



GLOBAL HOTEL EXCHANGE.



2013 Registration & Information

SCHEDULE OF EVENTS

9:00-9:50AM

EDUCATIONAL SESSION 1

Understanding New ADA Requirements for Businesses

Presented by Bassam Altwal Assoc. AIA, CASI, AAEA, CASP #109

There are new ADA guidelines on the horizon that every hotel should know about.

EDUCATIONAL SESSION 2

Part 1: Tax Planning for Debt Restructuring

Presented by Craig Fechter of Fechter & Company, CPAs

How to mitigate the tax consequences of debt restructuring.

Part 2: Debt Restructuring: When and How

Presented by Paul Darrow of PHD Financial LLC

Learn how to use debt restructuring to your best advantage.

10:00-10:50AM

EDUCATIONAL SESSION 3

Understanding the Affordable Care Act

Presented by Deisy Bach of HRIdeas

New mandates for the Affordable Care Act will take effect soon—are you aware of what they are? What you don't know can cost you.

EDUCATIONAL SESSION 4

What's New in Internet Marketing

Presented by Tammie Carlisle of Milestone Internet Marketing

Are you taking advantage of every internet marketing strategy?

VENUE DETAILS

Discounted room rates for exhibitors and attendees have been arranged at the Crowne Plaza Concord. Room rates are \$139 plus tax for single and double occupancy. Please make your reservations by October 18, 2013 to secure the discounted rate. Call the hotel at 877 286-8389 or visit www.crowneplazaconcord.com and reference *California Lodging*.

11:00-11:50AM

EDUCATIONAL SESSION 5

From Reviews to Revenue

Presented by Christine Yang of Revinate

Turn your guest reviews into a business boosting opportunity.

EDUCATIONAL SESSION 6

Safety Pays

Presenter TBA

NOON-1:00PM

Industry Luncheon

1:00-5:00PM

Trade Show

5:00-6:00PM

Free Wine Tasting

Hosted by Passport Advisory Group

6:00-9:00PM

GALA DINNER AND AWARDS CEREMONY

The Future of Social Media: Pictures, Profits, and the Lodging Industry

Presented by Julie Gallaher Leading Social Media Consultant and Owner of Get on the Map, LLC

CLIA 2013 Scholarship Award

CLIA 2013 Excellence in Lodging & Hospitality Awards



2013 Attendee Registration Form

After November 5, 2013, please bring your complete registration form to the event for on-site registration.

PLEASE USE A SEPARATE FORM FOR EACH REGISTRANT. FOR MULTIPLE REGISTRANTS, PLEASE COPY THIS FORM.

Fax: 916.686.1321
Please fax credit card registrations only.
Do not mail duplicate copy.

Mail forms to: California Lodging EXPO® and Conference
2150 River Plaza Drive, Suite 295
Sacramento, CA 95833

Registrant Name and Title

First Name (or Nickname) for Badge

Lodging Property/Company Name

Day Telephone

Mailing Address

Fax Number

City/State/Zip

E-mail (Important! We send your confirmation via e-mail)

Individual Items

CLIA Member

Non-Member

Total

Please check all that apply. Fees are charged per person. Fees subject to change after November 5, 2013.

November 19 Special Event (Gala reservations must be received by November 5, 2013. No on site Gala Dinner registration.)

- Gala Dinner & Awards Ceremony..... \$75.00 \$105.00 _____
- Gala Dinner & Awards Ceremony (Table of 10)..... \$700.00 \$1,000.00 _____
- Number of dinner guests: _____ Entree Selections (Quantity): _____ Vegetarian _____ Non-Vegetarian

November 19 Events (Industry Luncheon reservations must be received by November 5, 2013. No on site Luncheon registration.)

- Trade Show Only FREE FREE _____
- Educational Sessions (lodging/hospitality/tourism/student/faculty only) FREE FREE _____
- Hospitality/Tourism/Student/Faculty FREE FREE _____
- Industry Luncheon FREE FREE _____
- Number of luncheon guests: _____ Entree Selections (Quantity): _____ Vegetarian _____ Non-Vegetarian
- Industry Luncheon (Table of 10) FREE FREE _____
- Entree Selections (Quantity): _____ Vegetarian _____ Non-Vegetarian

TOTAL \$ _____

I plan to attend the following educational sessions. You are not committed to attend your selection, nor does CLEC guarantee your space in the session. Session times and topics are subject to change. 1 2 3 4 5 6

Member prices are for owners & employees of CLIA member properties. Representatives of non-exhibiting companies who provide goods or services to the industry **will not be allowed in education sessions or on the trade show floor.**

Trade Show Badges: Badges will be available for pick-up at the event only. Confirmations will be sent via e-mail only.

Credit Card: Please mail or fax credit card payment. To avoid duplicate charges, DO NOT mail if you are registering via fax.

Visa Master Card American Express

Card Number Expires

Cardholder's Name (must match one of the attendee names)

Cardholder's Signature

Refunds: Requests for refunds (less 25% service charge per dinner/event registration) must be sent via e-mail to info@clia.org and received by November 5, 2013. No refunds after November 5, 2013.

Substitutions (Gala Dinner/ Luncheon only): Must be done on site. Provide substitution name request on company letterhead, signed by original registrant. Original entree selection cannot be substituted.

Check: Please enclose check payable to "CLIA" and mail to:
California Lodging EXPO® and Conference
c/o California Lodging Industry Association
2150 River Plaza Drive, Suite 295
Sacramento, CA 95833

Special Services: Please indicate any special requirements:
 Disabled Other: _____