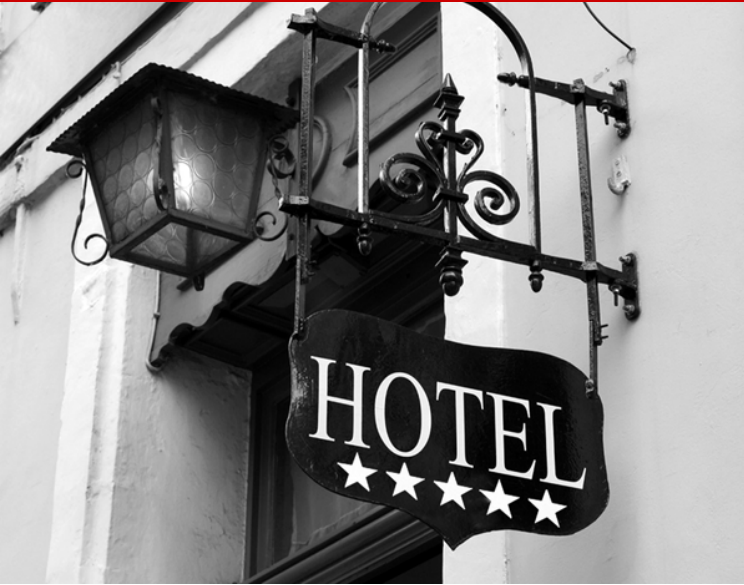


The Benefits of Membership



The Voice and Vision of the Canadian Hotel and Lodging Industry

The Hotel Association of Canada is the lodging industry's voice - we advocate on its behalf to build a favourable business climate and influence policies for success. We offer strong member engagements, effective government advocacy, and the provision of value-added programs and services.

Our members are an important part of the HAC network; a network that is over 8,000 strong and encompasses Hotel companies, hotels, resorts, provincial and international lodging associations, industry suppliers, educators and students.

Representation

In Ottawa where the HAC connects with legislators, monitors regulators and voices the industry's interests.

Merchant Discount Rates

Working with Chase Paymentech, the HAC is able to provide our members with merchant discount rates of 1.65% for Visa*; 1.72% for MasterCard*, and \$0.084 for Debit. *Rates and offer subject to further terms and conditions.

www.hotelassociation.ca

In the Members' Only section of the Hotel Association website, you will have access to archived and current statistical information, back issues of *Roomers*, and much more. A description of your company and/or product(s) with a link to your site will also be posted in this area.

HAC Canadian Hotel Directory

A complete listing of HAC's corporate members and their Canadian lodging partners. The list includes 10,000+ contacts, perfect for any mass emails or direct mail marketing initiatives.

Roomers

The HAC's flagship e-magazine distributed bi-monthly to over 10,000 readers. *Roomers* magazine provides members with insight and information on the Canadian Hospitality Industry. Advertising and article submission opportunities are available.

Promotional and Sponsorship Opportunities

Available throughout the year, opportunities include discounts to attend/exhibit at the HAC Annual Conference & Trade Show, member rates for advertising in *Roomers*, and much more.

Industry Reports and Issue Specific Updates

Weekly, monthly and yearly data on industry occupancies and room rates broken down according to city and province. These reports are provided through partnerships with HVS, PKF, STR, Lodging Econometrics and Statistics Canada.

Discounts/Promotions

Working with STR, Budget Rent-a-Car and Park-N-Fly, the HAC is able to provide our members with special discount rates on products and services.

Allied Membership Registration Form

Contact Information *(This is the individual to whom all HAC correspondence will be addressed)*

Name: _____

Title: _____

Company: _____

Full Mailing Address: _____
Street Number & Unit # if applicable Street Name City Province/State Postal/Zip Code

Telephone: () _____ Fax: () _____

Email: _____ Website: _____

Request for Company Information

- Please include a description (**maximum: 100 words**) of your company's products and services. You may attach a typed version to this application form or you can email it to Linda Crouch at crouch@hotelassociation.ca.
- Complete the attached form titled *Allied Member Product/Service Categories*. Return it with your application.
- The HAC distributes the following statistical information via weekly emails (PKF Trends, HVS Lodging Outlook, Cross Border Statistics & STR Destination Report). **Check this box if you want to receive these emails.** If you do not want to receive them, leave the box empty.

Note: Your company description and contact information is used by HAC for membership records and for posting on the Members' Section of the HAC web site.

Payment Information

Membership is renewed on an annual basis at a fee of **\$500.00** CDN (plus GST/HST) for a 12-month period. Payment must be included with this application either by cheque or credit card (please complete information below).

Membership Dues: \$500.00
GST/HST Applicable _____
(R133807263): _____
Amount Paid: _____

Method of Payment
___ Cheque (payable to *Hotel Association of Canada*)
___ VISA ___ MasterCard

Signature: _____ Card Number: _____

Name (print): _____ Card Exp. Date: _____ Current Date: _____

By completing and submitting this form to the Hotel Association of Canada (HAC), you indicate consent for the HAC to collect your payment information in order to process membership fees; to collect your contact information for the purpose of maintaining contact with you; and to send you information related to HAC activities, products and services.

