



**ALLIED MEMBERSHIP MEANS BUSINESS**

505 - 386 Broadway :: Winnipeg, MB :: R3C 3R6  
Phone: (204) 942-0671 or (888) 859-9976 :: Fax: (204) 942-6719  
[www.mha1.ca](http://www.mha1.ca) [info@mha1.ca](mailto:info@mha1.ca)

# Allied Membership Application

For companies that provide products & services to hotels.

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/Town: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Website: \_\_\_\_\_ Phone & toll-free: \_\_\_\_\_

## Key staff to be listed in the annual printed Membership Directory

Primary contact: \_\_\_\_\_ Position: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Position: \_\_\_\_\_ Email: \_\_\_\_\_

## About Your Company

Choose up to 5 industry category codes.

Category list is located on last page.

--	--	--	--	--	--

In the following space, please provide us with a short summary describing the type of services/products you supply. As one of the many advertising benefits to all MHA members, this information will be published in our annual Membership Directory. (Limit 40 words. Longer paragraphs will be edited.)


## Allied Membership (please choose one option)

☐

### Option 1: Allied Member (\$350 + 5% GST)

Benefits include a listing in our Membership Directory, exclusive advertising access in our newsletter and website, and networking opportunities at annual events including our Golf Tournament and Convention.

☐

### Option 2: Allied Partner (\$800 + 5% GST)

As an Allied Partner, you'll continue with all the Allied Member benefits, plus a full year of advertising on our website ([www.mha1.ca](http://www.mha1.ca)), a full year of advertising in our monthly newsletter, listing as an Allied Partner in the next Membership Directory, highlighted listing on our website, and an Allied Partner logo for your company website.

Please indicate type of payment:

☐

Cheque Enclosed

☐

Visa

☐

MasterCard

☐

AMEX

Card #: \_\_\_\_\_ Exp.: \_\_\_\_ / \_\_\_\_ CVV \_\_\_\_\_

## Statement of Membership

I/we hereby apply for membership in the MHA. I/we agree to pay dues to the MHA and maintain our account in good standing. I/we acknowledge that dues are payable for the duration of our continued participation in any MHA program. I/we agree to abide by and be subject to the bylaws (as may be amended periodically) of the MHA.

\_\_\_\_\_  
Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Please return completed form to: Manitoba Hotel Association 505 - 386 Broadway Winnipeg, MB R3C 3R6  
or email to [jeremy@mha1.ca](mailto:jeremy@mha1.ca) or fax to: (204) 942-6719 or 1-888-689-3316

***Manitoba Hotel Association has been the voice of hotels since 1927. Our mission is to serve the needs and promote the common interests of the hotel and accommodation industry in Manitoba.***

***We have the strongest association membership in Canada... 85% of full-service Manitoba hotels are members, as are a large number of limited service and non-traditional accommodation properties. An Allied Membership allows suppliers to interact with, support, and improve sales to our member hotels.***

## **Benefit From an Allied Membership in a Variety of Ways**

### **Personal contact**

We have various social events throughout the year which Allied members are encouraged to attend.

Our social events including our Golf Tournament and Annual Convention give Allied members an opportunity to establish rapport with members of the hotel industry.

With our social events, we also offer great sponsorship opportunities. You can put your name on a golf hole, a table at one of our dinner events or even a keynote speaker.

If you have an idea that you think would benefit our members we would love to hear it.

### **First hand knowledge**

Our industry continues to grow despite a number of challenges to the hotel marketplace in recent years.

Our monthly newsletter gives valuable insight to the issues affecting your hotel customers and the strategies our industry is taking.

### **Savings & discount plans**

You can participate in special savings programs exclusively for MHA Members and Allied Members.

Take advantage of the group buying power of Manitoba hotels and get Long Distance for 2.5 cents per minute, 24/7, no fixed term, no strings attached.

For more member benefits, please visit [www.mha1.ca/benefits](http://www.mha1.ca/benefits)

### **Promotional & Sponsorship Opportunities**

In addition, our monthly newsletter, available in print & email, provides a valuable advertising opportunity for Allied Members.

As an Allied Member, you will receive our annual Member Directory, which lists all our Hotel and Allied Members, their addresses, phone numbers and the names of key contacts and owners.

Within the Directory, we'll list your company in the highlighted Allied Members section. Members will see your company's information, phone numbers, and a paragraph about your products & services.

### **Learn more**

Visit us at **[www.mha1.ca](http://www.mha1.ca)**  
or call us at (204) 942-0671 or (888) 859-9976

*The Manitoba Hotel Association is dedicated to being the **recognized leader in influencing the future direction, growth, and excellence of the hospitality industry.***

*The Manitoba Hotel Association upholds the values of **Professionalism, Accountability, Service Excellence, Respect, Innovation, Honesty, Embracing Our Diversity, and Fair and Ethical Principles.***



### **Manitoba's Trade Show for hotels, restaurants, bars & foodservice**

The MHA & MRFA Trade Show is presented by the Manitoba Hotel Association and the Manitoba Restaurant & Foodservices Association. The show is managed by the MHA.

Exhibit at the trade show, and you'll meet qualified new leads face to face, and quickly learn more about them and how you can best serve them. Your customers can see, hear, feel, smell and taste products. You can build relationships, and talk with the customers you can't always visit as often as you'd like.

We work hard to promote the trade show to management and senior staff at hotels, motels, restaurants, bars, clubs, legions and other food service establishments. In surveys after each of our last seven shows, more than 80% of exhibitors said they plan to return the following year.

Only members get preferred booth rates at the trade show. Call our office for more information or visit **[www.OneShow.ca](http://www.OneShow.ca)**





# Advertising Order Form

The MHA sends out a newsletter by email on the last Thursday of every month to all members. Learn about important developments for the hotel industry, MHA events, new programs, new members, and other information that is of interest to members.

***If you wish to advertise in the monthly MHA newsletter, contact Jeremy Leroux at the MHA office at 1-888-859-9976.***

## WEBSITE AND NEWSLETTER ADVERTISING OPPORTUNITIES



### MHA Newsletter Advertising

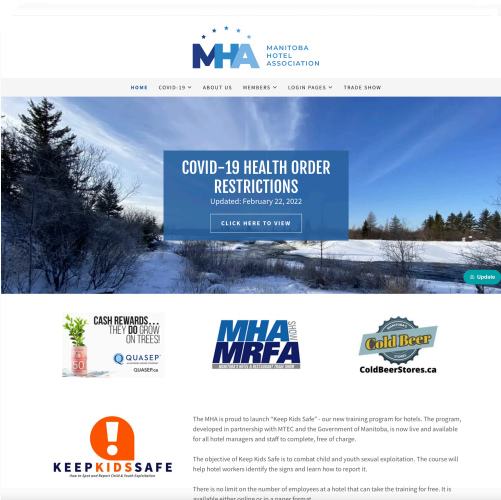
Full Ad with Logo (w: 142px by h: 75px)

- 1) 1 month duration - \$150.00**
- 2) 4 month duration - \$500.00**

### MHA Newsletter Allied Insert

Sponsor insert article in newsletter  
(100 word max.)  
Includes a link to a specified URL or PDF file.

- 1) 1 month duration - \$250.00**
- 2) 4 month duration - \$800.00**



### Web Site Advertising

Full Ad with Logo (w: 238px by h: 75px)

- 1) 1 month duration - \$250.00**
- 2) 4 month duration - \$800.00**

# Category Codes

<b>AC</b> Accounting Systems	<b>FF</b> Furniture
<b>AI</b> Air Conditioning	<b>FO</b> Furniture - Outdoor
<b>AL</b> Alarms, Security Systems & Locks	<b>GA</b> Games & Gaming Equipment
<b>AM</b> Amenities	<b>GC</b> Gift Cards & Prepaid Cards
<b>AR</b> Architecture & Design	<b>GL</b> Glassware
<b>AS</b> Associations	<b>HK</b> Housekeeping Services
<b>AT</b> Automated Teller Machines (ATM's)	<b>IC</b> Ice Cream Products & Equipment
<b>BQ</b> Baking Equipment & Supplies	<b>IM</b> Ice makers, Dispensers & Crushers
<b>BP</b> Bar Supplies & Equipment	<b>IN</b> Insurance
<b>BV</b> Bathroom & Restroom Renovations	<b>IT</b> Internet
<b>BL</b> Bathtub Liners	<b>KI</b> Kitchen Renovations
<b>BA</b> Beds & Bedding Accessories	<b>LE</b> Laundry Equipment & Supplies
<b>BE</b> Beer	<b>LT</b> Lighting
<b>BD</b> Beverage Dispensing Equipment	<b>LN</b> Linens, Towels & Napkins
<b>BN</b> Beverages, Non-Alcoholic	<b>LQ</b> Liquors, Wines & Spirits
<b>CK</b> Cakes & Cookies	<b>MA</b> Mats & Matting
<b>CR</b> Carts & Carriers	<b>MK</b> Marketing & Promotion
<b>CG</b> Case Goods	<b>ME</b> Meats
<b>CB</b> Cash Registers & Business Systems	<b>PI</b> Paints
<b>CE</b> Cheese	<b>PA</b> Paper Products
<b>CI</b> China	<b>PB</b> Plumbing
<b>CL</b> Cleaning Equipment	<b>PH</b> Payroll & Human Resource Management Systems
<b>CH</b> Cleaning & Housekeeping Services	<b>PV</b> Personal Protective Equipment
<b>CP</b> Cleaning Products	<b>PE</b> Pest Control
<b>CO</b> Coffee, Tea & Chocolate Products & Equipment	<b>PS</b> Point of Sale & Scanning
<b>CM</b> Communication Systems	<b>PL</b> Pools & Spas
<b>CS</b> Computer Software & Equipment	<b>PO</b> Poultry & Eggs
<b>CD</b> Condiments, Seasonings & Salad Dressings	<b>PD</b> Printing & Duplicating
<b>CT</b> Construction & Renovation	<b>PR</b> Promotions
<b>CN</b> Consulting	<b>PM</b> Property Management
<b>CU</b> Cooking Equipment & Utensils	<b>RC</b> Recycling & Waste
<b>CY</b> Cutlery	<b>RF</b> Refrigeration Equipment & Services
<b>DA</b> Dairy Products	<b>RS</b> Restaurant Service & Specialty Supplies
<b>DB</b> Debit & POS Terminals	<b>RR</b> Bathroom Equipment & Services
<b>DS</b> Design	<b>SA</b> Safety & Medical
<b>DE</b> Desserts & Baked Goods	<b>SE</b> Security Systems
<b>DV</b> Digital Video	<b>SH</b> Storage, Moving & Shelving
<b>DG</b> Dishwashing & Glasswashing Equipment	<b>SI</b> Signs
<b>DR</b> Draperies	<b>SN</b> Snack Foods
<b>ED</b> Education & Training	<b>SM</b> Sound & Music
<b>EL</b> Electrical	<b>SO</b> Soups & Sauces
<b>EG</b> Energy Management	<b>TE</b> Telephone Systems
<b>EE</b> Entertainment Equipment & Services	<b>TV</b> Televisions, Video & Radios
<b>EF</b> Entrees	<b>TR</b> Training & Development
<b>FI</b> Financial Services	<b>UN</b> Uniforms, Aprons & Clothing
<b>FS</b> Fish & Seafood	<b>UP</b> Upholstery & Upholstery Cleaning
<b>FH</b> Flatware & Dinnerware	<b>VA</b> Vacuums
<b>FC</b> Floor Coverings	<b>VM</b> Vending Machines & Products
<b>FL</b> Floor Care & Carpet Cleaning	<b>VE</b> Ventilation Equipment
<b>FZ</b> Frozen Foods	<b>VL</b> VLT's
<b>FV</b> Fruits & Vegetables	<b>WT</b> Water