



MANITOBA HOTEL ASSOCIATION

ESTABLISHED 1927



ALLIED MEMBERSHIP MEANS BUSINESS

1020 Lorimer Boulevard, Suite 501 :: Winnipeg, MB :: R3P 1C7
Phone: (204) 942-0671 or (888) 859-9976 :: Fax: (204) 942-6719
www.mha1.ca 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 back page.

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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 (\$325 + 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), 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 1020 Lorimer Boulevard, Suite 501 Winnipeg, MB R3P 1C7
or email to 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.htm

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 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



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

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