

Bed & Breakfast Conference — Exhibitor Invitation



Blending Together in Napa



California Association of Bed & Breakfast Inns 18th Annual Trade Show & Conference
January 31 - February 2, 2010 • Meritage Resort & Spa • Napa, California

Blending Together in Napa at the Meritage Resort & Spa

For the first time since it began in 1992, the InnSpire Conference and Trade Show will be held in Napa, California. For a truly special event, CABBI has selected the Meritage Resort & Spa. In addition to being one of Napa's largest and most luxurious resorts, the Meritage (pronounced like heritage) offers comfortable guest rooms with Internet access, room service and an onsite restaurant. Unique to the property is workshop space that requires entry through the exhibition space to encourage increased traffic during a trade show.

As a special treat for attendees, CABBI has secured the Meritage Wine Cave for dinner on Monday evening. This dinner will begin at 7:00pm following the 6:00pm reception on the terrace. These social events will offer exhibitors an opportunity to dine and network with innkeepers. The dinner is an additional cost of \$125 per person. If you would like to attend this dinner, you can sign up when you register for the event.

Hotel Reservations

Contact the Meritage Resort & Spa at 707-251-1900 or 866-370-6272 directly for your hotel reservations and ask for the "CABBI Rate" of \$164 per night. **Reserve your room by January 8, 2010 to take advantage of this special rate.** Please note: there is a resort fee of \$15 per room per night that includes amenities such as welcome beverages (one bottle of wine included), local and 800 calls, daily newspaper, use of the Business Center, in-room high speed Internet access, wireless Internet access in all the public areas, self-parking, use of the fitness facilities, heated outdoor pool, evening downtown Napa shuttle and complimentary fax services.

Make an Investment in the Future of Your Company

Now's the time to make an investment in the future of your company! And the California Association of Bed & Breakfast Inns (CABBI) can help. For more than 17 years, the InnSpire Conference and Trade Show has provided successful companies and entrepreneurs with a unique opportunity to get their products and services directly in front of their most valued clients -- bed and breakfast inn owners and future inn owners.

CABBI will host the 18th Annual InnSpire Conference and Trade Show from Sunday, January 31 through Tuesday, February 2 at the Meritage Resort & Spa in Napa, California. Our recent expansion as the West Coast's premier bed and breakfast conference will allow you to promote your products and services to innkeepers from California, Oregon, Washington, Colorado, Nevada, Arizona and New Mexico.

Stop wasting time on cold calls and money on mailings. This is your chance to meet face to face with the decision makers at bed and breakfast inns. Don't take our word for it, read what past exhibitors of the InnSpire Conference and Trade Show have to say about the value of their investment.

"I've been coming to InnSpire for 10 years. CABBI is a fantastic organization and I have really enjoyed being able to teach the innkeepers the latest in search engine marketing. It's wonderful to share valuable information with them as a speaker. As an exhibitor, it's not like other shows. This is a warm and friendly group. It's a great social event, but it's also great for business and for sales. This is where California innkeepers shop and they come ready to buy. This is just a fantastic conference and it has been every year that I've been here. And I'll be back next year!" - Scott Crumpton, president of White Stone Marketing

"InnSpire 2009 was my first time attending the InnSpire Conference and Trade Show and I felt it was well worth our company's time being a part of it. Not only did I have the opportunity to meet my existing customers, I also gained new ones. I am looking forward to attending again in 2010!" - Jayme M. Stewart, AFIS and vice president of Calivista Insurance Agency, Inc.

"The InnSpire Conference is a great opportunity to spread the news to innkeepers about your products and services. Talking to folks face to face is so much better than any kind of advertisement. I'll see you in Napa in 2010!" - Bob Lippi, owner of Bob the Printer

"InnSpire is the best conference in the industry. The conference puts exhibitors in touch with the decision makers at the inns as well as those looking to get into the business." - Ed Bear, vice president of AutoClerk

Let CABBI inspire a brighter future for your business! Sign up now for the 2010 InnSpire Conference and Trade Show and receive the Early Registration Rate. Please note: Early registration ends October 1, 2009. Exhibitor locations are assigned when fees are paid in full. Exhibitor space is limited and not guaranteed for late registrations. Four of the last five years have sold out, so sign up today!

Reserve Your Exhibit Space Now!

Register online at www.innspireconference.com
or fax the enclosed registration form to 916-444-5848

CABBI Trade Show • January 31 - February 1, 2010

InnSpire Sponsorship Opportunities

InnSpire sponsorship opportunities are a great way to increase your company's exposure and get your products and services in front of more innkeepers before, during and after the conference. To sponsor the InnSpire Conference, you must be a CABBI member.

Platinum Sponsorship: \$5,000

Booth with premium location, electricity, Internet, additional person, logo on the brochure and website, full-page ad in the conference and IAP programs, and dinner tickets for two. As a sponsor of the whole conference, you also receive a speaking opportunity.

Gold Sponsorship: \$3,000

Booth with premium location, electricity, Internet, additional person, logo on the brochure and website, full-page ad in the conference and IAP programs, and sponsor of one event.

Silver Sponsorship: \$1,000

Booth with premium location, electricity, Internet, and half-page ad in the conference and IAP programs.

A La Carte Sponsorship Options:

- Monday Night Dinner Sponsor: \$5,000 (includes two tickets to dinner)
- Monday Night Reception Sponsor: \$1,500 (includes two tickets to dinner)
- Sunday Night Reception Sponsor: \$1,000
- Monday Breakfast Sponsor: \$500
- Tuesday Breakfast Sponsor: \$500
- Monday Lunch Sponsor: \$500
- Tuesday Lunch Sponsor: \$500
- Coffee Sponsor: \$250 (2 opportunities available)
- Provide conference promotional item (bag, pens, etc.): Inkind

Additional Promotional Opportunities

Donate a Gift for the Attendee Bags

Promote your company by providing a gift for the attendee conference bag. CABBI is looking for donations of pens, notepads, lanyards, bags, product samples and other gifts for the attendees. Contact Jennifer Flohr for more details at 916-554-2667 or jennifer@calodging.com.

Advertise in the Conference Program

Get your products and services in front of current and aspiring innkeepers by advertising in the conference programs - the InnSpire 2010 Attendee Program and the Innkeeping As a Profession (IAP) Program.

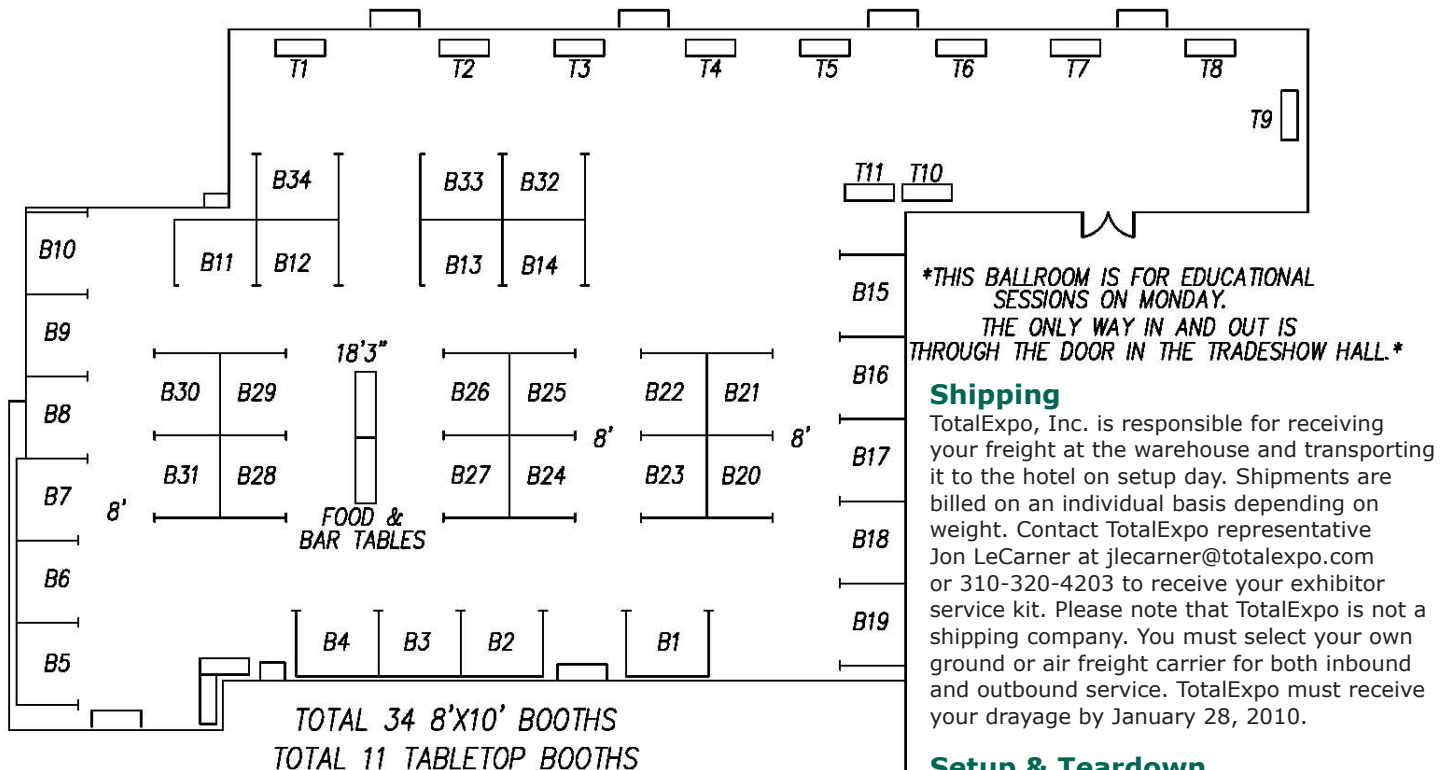
Silent Auction

Your item, gift certificate or gift basket will be attractively displayed in the Exhibit Hall on Sunday and Monday. The Silent Auction will close at the end of the Trade Show.

Trade Show Drawing for Attendees

Attract attendees to your table or booth by participating in this drawing for your donated prizes. Bring a container for attendees' business cards and watch the excitement grow as we near the close of the Trade Show on Monday afternoon.

Liability: The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend, and hold harmless the hotel, its owner, and its management company, as well as their respective agents, servants, and employees from any and all such losses, damages, and claims. In addition, CABBI and CH&LA will not be held responsible for the safety of exhibitor property for any cause. Exhibitors are expected to provide all insurance to cover exhibit contents.



Exhibitor Registration • Pay by 10/1/09 for Early Discount

January 31- February 2, 2010 • Meritage Resort & Spa • Napa, California

Exhibitor Registration Fee includes Trade Show Package for one representative in the Exhibit Hall. **A fee will be charged for any and all additional representatives who enter the Exhibit Hall.** Please visit www.innspireconference.com for Trade Show details.

Company: _____

Name on Trade Show Sign: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Toll Free: _____

E-mail address for conference confirmation and CABBI business: _____

E-mail address for customers: _____

Website: _____

Representatives Attending (*Exact names as you would like them to appear on name badges*):

Name: _____

Name: _____

Name: _____

Information Needed for Conference Program

All exhibitors will receive a listing in the conference program. The listing includes company name, booth number, product/service description, and contact information. Please email your 30-word product/service description and contact information to jennifer@cabbi.com. Advertising opportunities are available in the program, see the "Conference Program Advertising Rates" to the right for more information.

Booth/Table Preference Please refer to Exhibit Hall Layout

1st choice = _____

2nd choice = _____

3rd choice = _____

Early registration discount applied when PAID IN FULL by 10/1/09. Fax this form to 916-444-5848 or register online at www.innspireconference.com.

Free Promotional Opportunities

I will donate a Silent Auction item.

Item _____ Value \$ _____

I will provide a gift for attendee registration bags.

Item _____

Cancellation Policy: Conference cancellations must be received in writing by 12/31/09 for a full refund less a \$100 processing fee. After 12/31/09, there is no refund. For hotel accommodations, call the Meritage Resort & Spa at 866-370-6272 and ask for the "CABBI rate" of \$164 per night. Special CABBI rate applies through 1/8/10.

Exhibitor Registration Fees

Booth - 8' x 10' w/6' Draped Table

Early (by 10/1/09): \$780 Member

Regular (after 10/1/09): \$850 Member

Non-Member: \$1,300

\$ _____

Table - 6' Draped Table

Early (by 10/1/09): \$600 Member

Regular (after 10/1/09): \$650 Member

Non-Member: \$1,000

Additional Representative(s)

\$100 per person

Electricity: \$50

High-speed Internet connection: \$150

Monday Night Reception/Dinner in the Wine Cave and Tuesday Breakfast: \$125 per person

NOTE: Registration fee is for one person and includes: entrance to Exhibit Hall, appetizers and wine on Sunday night, continental breakfast on Monday morning, and buffet lunch on Monday afternoon. Additional fees apply for added representatives. Additional fees also apply for the Monday Night Reception/Dinner. See the Exhibitor Registration Fees above for more information.

Sponsorships Please refer to sponsorship descriptions

Platinum Sponsorship: \$5,000

Gold Sponsorship: \$3,000

Silver Sponsorship: \$1,000

A La Carte Sponsorship Option

Indicate Item _____

Conference Program Advertising Rates

Inside Front or Back Cover (7.5" x 9.75"): \$500

Full Page (7.5" x 9.75"): \$400

Half Page Horizontal (7.5" x 4.75"): \$200

TOTAL DUE

\$ _____

Method of Payment

Check enclosed - Make check payable to CABBI and mail to:
CABBI

414 Twenty-Ninth Street

Sacramento, CA 95816-3211

Credit Card: VISA MasterCard AMEX

CC#: _____

Expiration Date (MM/YY): _____/_____

Name on Card: _____

Exhibitor locations are assigned when registration fees are paid in full.



**18th Annual Conference & Trade Show
For Innkeepers and Industry Suppliers
Register online at www.innspireconference.com**



**Meritage Resort & Spa
Blending Together
in Napa, California**



Conference Schedule & Trade Show Hours

***Bold** events indicate a time when no other conference activities are taking place.*

Sunday, January 31

Noon-3:30pm	Exhibitor Registration and Setup
1:00-1:15pm	Welcome Innkeepers
1:15-2:15pm	Keynote Speaker
2:30-3:45pm	General Session
3:45-6:30pm	Trade Show and Opening Reception

Monday, February 1

8:00-9:00am	Continental Breakfast with Innkeepers
9:00-10:30am	General Session - Roundtables
10:30am-5:00pm	Trade Show
10:45am-Noon	Concurrent Workshops
Noon-1:30pm	Buffet Lunch and Shopping Time with Exhibitors in the Trade Show
1:30-2:45pm	Concurrent Workshops
3:00-4:00pm	Concurrent Workshops
4:00-5:00pm	Trade Show - Closing Reception (raffles and silent auction closes)
6:00pm	Reception (included in the dinner fee)
7:00pm	Dinner with Innkeepers in the Wine Cave (additional fee for exhibitors)

Tuesday, February 2 - conference workshops for innkeepers only.

The InnSpire Conference and Trade Show schedule is subject to change.

Go to www.innspireconference.com for the latest information.

