



Philadelphia and Vicinity
Club Managers Association



GREATER PHILADELPHIA
HOTEL ASSOCIATION



February 3, 2010

Dear GPHA Member:

On Monday, March 15, 2010 the Greater Philadelphia Hotel Association (GPHA) and the Philadelphia and Vicinity Club Managers Association (CMAA) will host the 2010 Philadelphia Hospitality Show at The Union League of Philadelphia from 4:00 pm to 8:00 p.m. The show provides an opportunity for vendors to feature products and services and network with the 100 vendors and over 400 club and hospitality professionals in attendance; including Chefs, Controllers, Executive Housekeepers, Purchasing Managers and Food and Beverage Managers.

Proceeds from the Show, including silent auction and 50/50, benefit the Education Foundations of CMAA and GPHA providing monetary support for students that are pursuing a career in club management, hospitality management or culinary management and who display determination to achieve academic success, to work hard, and to pursue their dreams. The silent auction and 50/50 alone helped raise nearly \$4,000 last year.

The cost of a booth is \$700. Registration includes 2 FREE guests passes, one skirted table booth, open bar and food, electricity, if needed, load in/ load out assistance, and recognition in the show's program. All spaces will be assigned on a first come first serve basis. Register early to get a prime location!

The 2010 show will allow vendors to advertise "specials" to the participants from both CMAA and GPHA attendees. Specials must be sent via email Joe Mendez (Jmendez@radleyruncc.com) no later than March 8, 2010. Advertisements will be sent out via email to both associations one week prior to the event.

In addition, there will be a silent auction table with hotel stays, golf accessories, wine gift baskets, vendor services certificates, and many more items. In the event you would like to donate to the silent auction with an item equaling the value of at least \$100 – your booth price will drop to **\$650**. Vendors wishing to donate an item for the silent auction can indicate that on the attached registration form. If you have any questions, please contact Suzanne Geyer at the GPHA offices at 215-557-1900, or email sue@philadelphiahotelassoc.org.

We thank you for your support and look forward to a great time on March 15th.

Sincerely,

Suzanne Geyer
Associate Executive Director, GPHA

2010 Philadelphia Hospitality Show Committee

Rob Anen, CCM
Merion Cricket Club

Kim Brady
Merion Cricket Club

Linda Caine
Philadelphia Country Club

Laura DelPercio
Coatesville Country Club

Mary Dwyer
Manufacturers' Golf & Country Club

Jennifer Gallagher
The Union League

Jim Galvano
The Union League

TiGi George
The Union League

Suzanne Geyer
Greater Philadelphia Hotel Association

Jeffrey P. McFadden, CCM
The Union League

Joseph Mendez, CCM
Radley Run Country Club

James Nolan
The Philadelphia Cricket Club

Jay Sanders
Melrose Enterprises



2010 PHILADELPHIA HOSPITALITY SHOW
Partnership Opportunities and Registration Form
Monday, March 15, 2010 -4:00 p.m. to 8:00 p.m.



Title Sponsor - \$5,000

The title sponsor will receive their name on all pieces of literature plus a 6 table large booth in a very central location. The title sponsor will also be promoted through a marketing supplement to all members of our six associations. The League has also donated two overnight suites for the title sponsor.

Platinum Sponsorship - \$3,500

You will receive your company name on all material day of the show, preferred table placement to include 4 large table booth. As our thank you, one overnight stay at The Union League.

Gold Sponsorship - \$2,500

The Gold Sponsor will receive a 4 table booth in a very central location. Sponsor can provide giveaway promotional items at Registration Table.

Silver Sponsorship-\$1,500

The Silver Sponsor will receive a 2 table booth in a central location. Sponsor can provide a giveaway at the Registration Table.

***Registration deadline for sponsorship is 3/1/2010. After 3/1 we cannot guarantee all benefits that come with sponsorship.**

Individual-\$700

One eight/six foot table (8'x 8'booth)

- _____ Yes, I am a GPHA member and would like to register for the following \$700.00
- _____ One 8'x 8' Booth with (1) eight foot skirted table \$700.00
- _____ Additional 8' foot table (booth space) \$500.00
- _____ Sponsorship Level_____ \$_____
- _____ I would like to donate to the silent auction (\$100.00 value) in addition to my booth \$650.00

Make check payable to: **Philadelphia Club Foundation (a 501©3)** – Payment is 100% tax deductible. **Fax your registration form to GPHA offices at 215-557-1970 or email sue@philadelphiahotelassoc.org. Include credit card payment or check enclosed.**

Company Name: _____ Contact Name: _____

Address: _____ Phone: _____

Fax: _____ Email of contact person attending show: _____

Names attending the Show: _____

****Please Specify Electrical Needs: 110-220, amps, plug design: _____**

PAYMENT INFORMATION: _____ Credit Card _____ Check Enclosed

Credit Card # _____ Name: _____
AMEX VISA MASTERCARD DISCOVER

Expiration Date:___ 3 digit Security Code_____

Show payment and Auction donations can be mailed to: GPHA, 1717 Arch Street, Suite 3370, Philadelphia, PA 19103

Important Updated Information

Vendors All vendors will be allowed to invite (2) guests for free. This gives vendors the opportunity to invite people from different venues whether it be a hotel or club to increase potential buyer attendance. It is up to the vendor to provide the Union League with these names for registration purposes. All names should be forwarded no later than **March 9, 2010**.

Cost \$700. In the event you would like to donate to the silent auction with an item equaling the value of at least \$100 – your booth price will drop to **\$650**.

Register early to secure a space on the main floor!!!

Time 4:00 p.m. to 8:00 p.m. on March 15, 2010 at The Union League of Philadelphia – Entire Second Floor, 140 South Broad Street, Philadelphia, PA.

Booths The League will provide a six or eight foot table with linen for each booth purchased. Booths of similar companies will be separated. All spaces will be assigned by the League on a first come first serve basis. Electricity included with booths, but must be requested in advance. See previous form.

Load In Load in will begin at 9:00 a.m. day of the show. There is only one-freight elevator; load in times will be assigned by the League on a first come first serve basis. The receiving area is located on Moravian Street on the south side of the League. Load-in will only be allowed through **this** door. Please bring a hand truck or flat bed truck. All vendors must be set up and ready by 3:00 p.m. **The Union League's representative for load in will be TiGi George– he can be reached by email at georgette@unionleague.org. He will be scheduling with vendors.**

For your convenience, you can drop off the contents of your booth on Sunday March 14th from 10:00 a.m. to 4:00 p.m. Email TiGi to arrange.

Show Specials If you would like to advertise “shoe specials” prior to the Show, please email Joe Mendez at Jmendez@radleyruncc.com. Advertisements will be sent out via email to both associations one week prior to the event. Specials must be submitted to Joe no later than March 8, 2010.

Parking The League's parking lot is located on Sansom Street on the north side of the League across from the League's side entrance. Normal sized cargo vans fit in the parking lot. Truck parking (vehicles over 7' high) can park at a surface lot on the corner of Broad and Pine Street, about five blocks away.

Other For questions regarding the venue or registration, please email (sue@philadelphiahotelassoc.org) or call (215-557-1900) Sue Geyer at the Hotel Association offices.