



# Membership Application Packet

# You're invited to become a member of the Guilford County Hotel Association!

The Guilford County Hotel Association is a non-profit organization whose purpose is to promote and assist the lodging and hospitality industry in Guilford County. Membership is comprised of hotels in Guilford County as well as industry partners with interests in the hospitality industry. Membership meetings are held each month at various member locations throughout Guilford County. Social hour begins at 11:30am, and the program begins promptly at noon. Luncheons offer valuable networking opportunities with your peers and potential clients and vendors in the hospitality industry, feature educational speakers, and provide information on upcoming local events.

Membership in GCHA covers all of your employees and allows your company, as a whole, to take part in our benefits.

Don't miss this opportunity to align your business with the organization that represents the hospitality industry in the Triad. Visit our website at [www.guilfordhotel.org](http://www.guilfordhotel.org), email us at [hsmart@guilfordhotel.org](mailto:hsmart@guilfordhotel.org), or call us at (336) 378-6465 for additional information.



## Member Benefits

**Monthly Membership Luncheon Meetings.** Network with colleagues, enjoy an outstanding lunch, participate in the business meeting, and enjoy speakers on topics relevant to the hospitality industry. Hosted by members.

**Monthly Convention & Visitors Bureaus Updates.** The Greensboro and High Point CVBs give detailed reports on upcoming conventions and industry events.

**Monthly Newsletter.** The Association publishes a monthly newsletter, *Short Sheets*, to provide news, meeting notices, update of area conventions, Guilford County concerns and more. Affordable advertising opportunities are available.

**Volunteer Opportunities.** Opportunities are available to serve on volunteer committees or participate in the Association's annual fundraiser.

**Database Verification.** The Association keeps a database of all Guilford County hotels.

**Legislative Advocacy.** The Association has a voice in such issues as tax increases, tourism funding, and industry regulations.

**Membership Directory.** The Association has a Membership Directory available online for members.

**Bed Making Contest.** Your housekeeping associates can compete to be the *Fastest Bed Maker in Guilford County* at our annual Holiday luncheon.

**Wage Survey.** The association conducts an annual wage survey of local hotels and provides the results to members for use in hiring and budgeting.

## Additional Allied Member Benefits

**Networking.** GCHA provides the opportunity for you to meet with your clients and peers at monthly meetings and other activities.

**Hosting a Luncheon.** Allied members may also host an association luncheon meeting.

**Allied Member Showcase.** Each year the Association sponsors a tradeshow for , with free exhibitor space exclusively for Allied Members of GCHA and free admission. This is a great opportunity to showcase your products and services.

**Allied Member Spotlight.** At each monthly meeting, one Allied Member is spotlighted. You may set up a booth with marketing materials, give a five minute presentation during the program and offer a door prize. The Allied Member spotlight is also highlighted in *Short Sheets*.



# Membership Application

PO Box 26140, Greensboro, NC 27402  
www.guilfordhotel.org 378-6465 (p) 378-6272 (f)

**COMPANY NAME** Exactly as you would like it to appear in the GCHA directory

**BILLING CONTACT**

(for billing questions only – will receive event info & announcements)

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

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

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**PRIMARY CONTACT**

Same as Billing

(for all other inquiries – will receive event info & announcements)

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

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

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**DIRECTORY ADDRESS** (Physical location – to be listed in GCHA Directory)

Same as Billing

Same as Mailing

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

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

**ADDITIONAL CONTACTS** (will receive event info & announcements)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Address:  Directory  Mailing  Other (List on separate sheet)

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Email: \_\_\_\_\_

Address:  Directory  Mailing  Other (List on separate sheet)

Please attach a separate sheet for all other contacts.

Email addresses are for GCHA's use only. GCHA will never sell, rent, give away or otherwise distribute your email address.

**COMPANY INFORMATION**

Number of Employees: \_\_\_\_\_ Year Established: \_\_\_\_\_ Website: \_\_\_\_\_

Please Circle: Hotel/Motel Allied

Annual Dues: Allied \$200/year Hotel \$2/room Number of rooms \_\_\_\_\_ Annual Dues \$ \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_

Applicant understands that the Association will confirm information contained in this application. Membership entitles member to participate in all programs and activities of the Association and its subsidiaries. It is mutually agreed that these agreements shall remain in force and effective for one year and thereafter from year to year, on the same basis as set forth herein unless written notice of cancellation shall be given by either party at least 30 days prior to the effective date. It is further agreed that if the Applicant is delinquent in the payment of monthly charges, annual dues, or is guilty of violating the terms of these Agreements, the Association may discontinue providing service to the Applicant and cancel these Agreements immediately by written notice to the Applicant. These Agreements shall become effective as of the date of signing and upon acceptance by the Board of Directors.

GCHA Membership Dues are Non-Refundable. \$25.00 returned check fee.

Payment of organizational dues is generally deductible as an ordinary and necessary business expense. Dues paid are not a charitable tax deduction for federal income tax purposes.

**For Internal Use Only**

Reason Joined: \_\_\_\_\_ Referred by: \_\_\_\_\_

Source of Membership: \_\_\_\_\_ Comments: \_\_\_\_\_

App. rcvd: \_\_\_\_\_ Amt. rcvd: \_\_\_\_\_ General Cat: Hotel/Motel Allied



## Ready to join?

GCHA offers several different ways to pay for your membership.

### Cash

Drop off your application with cash at the GCHA offices. Once we add you to our database we will send you a receipt for your payment.

### Check

Mail your application with check enclosed. Once we add you to our database we will send you a receipt for your payment.

### Credit Card

Fill out the below credit card information and mail this sheet back to us along with your application. Once we add you to our database we will send you a receipt for your payment. Visa MasterCard, AmEx, and Discover accepted.

### Money Order

Mail your application with the money order enclosed in an envelope. Once we add you to our database, we will send you a receipt for your payment.

### Invoice Me

Simply mail or fax back your completed application along with this form stating to us that you would like us to email you an invoice for your dues. Once we receive your payment and add you to our database we will send you a receipt for your payment.

**Please Invoice Me**

## Credit Card Payment Information

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

Name on Card \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ V-Code \_\_\_\_\_

Card Address \_\_\_\_\_

Zip Code \_\_\_\_\_

Authorization Signature \_\_\_\_\_

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All credit card information will be shredded.