



Minnesota Lodging Association ALLIED MEMBERSHIP BENEFITS

al•lied mem•ber (noun) - a member that is a vendor/supplier to the hospitality industry

WHY BECOME AN MLA ALLIED MEMBER?

- 1. NETWORKING OPPORTUNITIES** ...with hotel managers, owners, developers and other vendors
 - Business After Hours — quarterly social events held throughout Minnesota
 - Hospitality Minnesota Golf Classic, MLA's annual golf tournament
 - Allied member social events that are great lead-sharing opportunities
 - MLA's annual Twins Night for our Hospitality Political Action Committee (HOPAC)
- 2. COMMUNICATION & RESOURCES**
 - Free electronic member list (including emails), so you can easily market your products or services to key hospitality decision-makers
 - Free subscription to MLA's magazine, *Lodging Minnesota*
 - Numerous member resources:
 - Discounts on customizable regional reports and industry profiles from Smith Travel Research
 - 30 minutes of free legal consultation annually from Yost & Baill, LLP
 - Discounted communication and IT services from LIGHTEDGE
 - Health insurance consultation from Gallaher Benefit Services
- 3. ADVERTISING & SPONSORSHIP**
 - Free listing in the MLA Buyers' Guide, an annual publication sent to ALL hotels/motels in Minnesota
 - Discounts on display advertising in MLA publications
 - Sponsorship opportunities at the annual holiday party, annual golf tournament, Allied member events, Twins Night and Business After Hours

HOW TO BECOME AN MLA ALLIED MEMBER:

Complete the attached application and return it to the MLA office via fax or the mail. You may also scan a completed application and email it to trish@hospitalitymn.com. Application forms are available online at www.hospitalitymn.org. Click on the MLA logo.

Have questions? Please call Trish Stevens at 651.925.4014.



Minnesota Lodging Association | 305 Roselawn Avenue East, St. Paul, MN 55117-2031
Phone: 651.778.2400 | Fax: 651.778.2424 | www.hospitalitymn.org



MINNESOTA **LODGING** ASSOCIATION

ALLIED MEMBERSHIP APPLICATION FORM

Complete this application and return it to the MLA office via fax at 651.778.2424 or mail to 305 Roselawn Ave. E., St. Paul MN 55117. You may also scan a completed application and email to trish@hospitalitymn.com. Questions? Please call Trish Stevens at 651.925.4014.

CONTACT INFORMATION

I agree that by providing my contact information, I consent to receive communications sent by or on behalf of MLA.

Business Name (DBA): _____

Corporate Name: _____

Main Contact: _____ Title: _____

Mailing Address: _____

City/State/Zip: _____ Website: _____

E-Mail Address: _____

Additional Contacts & E-Mails: _____

(If necessary, attach a separate sheet of additional contacts)

Phone: _____ Ext: _____ Fax: _____

Products/Services Offered: _____

MEMBERSHIP DUES

Annual MLA Membership Dues Investment.....\$375

Yes, I would like to make a tax-deductible donation in the amount of \$_____ to the Hospitality Minnesota Education Foundation *(see below for explanation)*

Total Enclosed: \$_____

Hospitality Minnesota Education Foundation (HMEF) was created to educate and develop future employees/leaders for the hospitality industry and to promote hospitality as an industry of great opportunity.

HMEF offers a specialized "ProStart" curriculum for high school students that allows them to gain comprehensive hospitality skills and introduces them to a wide range of hospitality career opportunities. Currently, 34 Minnesota high schools offer the ProStart program, with 1,000 student participants. HMEF annually awards scholarships to students pursuing post-secondary education for careers in restaurant or lodging management.

PAYMENT INFORMATION

Check *(payable to Hospitality Minnesota)*
 Visa MasterCard AmEx Discover Bill Me

Card Number _____

Exp. Date _____ Security Code _____

Cardholder's Name _____

Cardholder's Address _____

Signature _____

Dues investments in the MLA are not tax deductible as charitable contributions for income tax purposes, but may be tax deductible as ordinary and necessary business expenses subject to restrictions imposed as a result of association lobbying activities. The estimated nondeductible portion of your dues allocatable to lobbying is 20%. Contributions to the HMEF are tax deductible in full as charitable contributions for income tax purposes.

I WOULD LIKE MORE INFORMATION ON....

- Lodging Minnesota Magazine advertising opportunities
- Strategic Partnership opportunities (annual sponsorship)
- Event sponsorship opportunities

for office use only:

_____ ID# _____ Dues _____ Packet _____ Letter _____ Leg _____ Cong _____ TS _____ Sales