

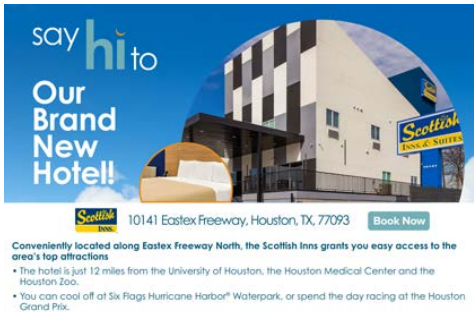










Core Benefits	Details	Steps to receive the benefits
Marketing to Consumers		
1) Best of the Best logo for your advertising 	Highlight your high level of quality and services by using the Best of the Best logo in your own advertising.	Download logo from the Best of the Best website highlight page.
2) Social media posts 	Generate more awareness nationally with a post every two months on stayhithotels' social media platforms: Facebook, X, and Instagram.	Click here to access the form so you can provide details about a special offer or event to promote your hotel on hihotels' social media pages.
3) Feature in INNcentive newsletter 	Reach current and new guests with one ad featured in the INNcentive newsletter that is sent to our members.	Click here to access the form so you can provide details about a special offer or event to promote your hotel on hihotels' newsletter to our loyalty club members.
4) Website designation: Best of the Best logo / differentiation 	Increase your reservation opportunities on stayhithotels.com with the logo on your property's page.	You don't need to do anything; we will handle this within about 2 weeks from when you qualify.
5) Best of the Best award photo on OTAs 	Increase your reservation opportunities with a photo of the Best of the Best award highlighting your exceptional quality and service on the OTA sites.	We will provide a photo for you to upload to Expedia's photo gallery. hihotels will upload the photo to the OTA galleries that we have access to.



Core Benefits	Details	Steps to receive the benefits
Marketing to Hospitality Industry		
<p>Hotel Highlights</p> <p>Say hi to Franchise Development Director Pat Chaddie and a couple of this quarter's Annual Inspection "A-Certificate of Achievers."</p>  <p>Hari Patel, Owner, Downtown Inn—Hamilton Street in Houston, TX</p> <p>Andy Patel, Owner, Scottish Inns—Cottulla, TX</p>  		
1) Internal marketing to other franchisees	Your hotel will be recognized in the INNside Track newsletter.	You don't need to do anything.
2) Recognition at our conferences	Your hotel will be highlighted during our regional conferences.	You don't need to do anything, but we would like to see you at the event.
3) Prioritize Best of the Best hotels in franchise development marketing materials	The top hotels will be shown in some of our marketing materials.	You don't need to do anything.
4) Show hotels on a screen at tradeshow	Property photos will be highlighted at our booth during some of the AAHOA tradeshow.	You don't need to do anything. We would like you to stop by our booths at these events.
5) Use your hotel in external channels like ads and brand.com	Showcase your hotel in testimonial ads or case studies.	Contact your AMP director about doing a testimonial or case study for hihotels.

Premium Benefits	Details	Steps to receive the benefits
You receive these:		
1) Best of the Best plaque for your lobby 	A large plaque recognizing your exceptional quality and services will be sent in your Welcome Kit for you to display to your guests.	You don't need to do anything.
2) Personalized link to stayhihotels.com 	You will be sent a personalized URL that will link directly to your property's booking page on stayhihotels.com.	You don't need to do anything. We will provide the link within 30 days after you qualify for the program.
3) Co-op Marketing bonus (\$200 value) 	When you place an ad that qualifies for the credit, hihotels will issue your property a \$500 credit within the next 60 days.	You must meet the co-op guidelines, complete and submit the form . Credits are limited and issued on a first-come, first served basis; only one \$500 credit is available per calendar year.
4) Vendor Voucher (\$250 value) 	Franchisees are not required to purchase from our vendors, but if you do, you are eligible for a one-time \$250 credit to offset a portion of the expense.	Purchase products from a company listed in our Vendor Marketplace. Send the sales receipt and Vendor Voucher form to receive the \$250 credit from hihotels. One credit per qualification period will be allowed.
5) Funding Opportunity Research <i>Convention & Visitors Bureau</i>	Some Conventions & Visitors Bureaus and Municipalities offer special grants and loans for improvements for businesses. The hihotels team will investigate these opportunities for Best of the Best hotels.	We will look at opportunities and then contact you. Please be aware that based upon your location, there may not be anything available. We will try but it's not guaranteed.
6) Government Identification and Assistance Programs 	The hihotels team will look into government contract business with FEMA and cage codes to identify if opportunities are available for your hotel.	We will look at opportunities and then contact you. Please be aware that based upon your location, there may not be anything available, and we don't guarantee any level of production.

Premium Benefits	Details	Steps to receive the benefits
Plus, select one of these services:		
<p>Casey Hospitality – Reputation Management and Post-Stay Follow Up</p> 	<p>Casey Hospitality will monitor the major review sites, respond to reviews in cooperation with you and prepare post-stay emails once a week to bring more positive reviews to the property, which generates more revenue.</p>	<p>If you select this option, please contact Peter Casey, peter@caseyhospitality.com and he will get back to you about setting up a call to discuss the program.</p>
<p>JCF Marketing – Hotel marketing review and 1-hour consultation call</p> 	<p>JCF Marketing's team will analyze your marketing checklist and provide some recommendations for enhancements to your local marketing strategies.</p>	<p>Or if you select this option instead of Casey Hospitality's services, contact Peter Frantz at JCF Marketing, pfrantz@jcfmarketing.com. He will send you a questionnaire about your current marketing and media schedules. Once you submit the form, Peter will contact you to schedule a call. One consultation per qualification period.</p>