

# BLLA

BOUTIQUE & LIFESTYLE  
LODGING ASSOCIATION

CONNECT. CREATE. EXPLORE.

## *Marketing with BLLA*

*“BLLA has concise access to qualified experts as well as information and research specific to the lifestyle boutique hospitality segment.”*

*“There are very few initiatives designed to level the playing field for this emerging segment with big brand hotel companies and BLLA has demonstrated to be a natural leader.”*

*“Boutique and lifestyle hotels need to find their niche within the travel space. It starts with The Boutique & Lifestyle Lodging Association (BLLA).”*

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**MISSION CRITICAL** - The Boutique & Lifestyle Lodging Association is the first and only association dedicated to uniting the world's boutique and lifestyle properties. Created to be the unifying voice of this distinctive subset within the hospitality industry, its goal is to unite the world's collection of boutique & lifestyle properties and the suppliers that sustain them, offering them the opportunity to successfully compete on a level playing field with major hotel companies, as well as market themselves to meet the ever-increasing demand from discerning boutique-seeking clients. For more information, or to become a member, visit: [www.blla.org/join-blla.htm](http://www.blla.org/join-blla.htm).

### **Why Hotels Join BLLA?**

Boutique and lifestyle hotels are overpowered by the bigger brands so sticking to traditional distribution channels will not deliver the desired results they want. These hotels need to participate in programs that are tailor-made for them, like BLLA who offers unique options.

### **Why Suppliers Join BLLA?**

Suppliers and vendors who desire to have their brands and products/services front and center to this industry sector, participate as an official member of BLLA and beyond that, advertise through various options as well as sponsor and exhibit at the BLLA events and conferences held around the world.

**BLLA's reach** extends to more than 90,000 professionals in travel, tourism and hospitality globally. Additionally, we reach on a more frequent basis, the 600+ hotel and suppliers who are official members of the association.

**2014 IS LOOKING TO BE A GREAT YEAR** for the hotel industry especially for the boutique and lifestyle lodging sector. Basic favorable economics apply. Demand is up - the economy continues to grow and the business/leisure travelers are hitting the road again and spending more dollars. Supply is down - tight credit continues to hamper new product coming to market resulting in occupancy, domestically, climbing to 62.9% in August, two points higher than last year, and ADR rising nearly 7% to \$77.59 according to Smith Travel Research.



## *A very warm welcome to BLLA*

As the world spins, hoteliers globally are focused on fulfilling the desires of travelers and attracting potential guests to choose their properties. We are the sector everyone is watching. Our properties as well as our supplier and vendor companies have the flexibility, the ingenuity and the moxie to create, build and design lodging experiences that deliver beyond expectations.

Now in our 4th year of operation and with almost 600 members, our mission to raise awareness of global properties in this very special niche category, continues to gain steam as we attract new members and sponsors who graciously support our efforts.

This association is only possible after spending a lifetime of heart and capital in hospitality, travel and tourism and recognizing the need to bring the industry together in an organized and relevant fashion. The facts are clear that working together as an alliance of like-minded professionals to compete against the big brands and to jointly and mutually tout the many benefits that independent properties and small brands offer intimate groups as well as business and leisure guests alike, *is the right thing to do.*

The supplier vendors that join BLLA and really take the time to engage with the association by joining a committee, attending conferences and participating in actively promoting their products and services as sponsors and as exhibitors, are those that reap the highest rewards.

Come and join us and bring plenty of passion and enthusiasm as we work and play together at making this segment better - for everyone. We personally stake our livelihood on your success!



*Karena Albers, Whole World Water  
with Frances Kiradjian*

Yours in hospitality,  
Frances Kiradjian  
FOUNDER & CHAIRWOMAN  
The Boutique & Lifestyle Lodging Association (BLLA)

## BLLA MEMBERSHIP

Our hotel members fit the top notch BLLA criteria and include the most advanced hospitality suppliers of all kinds, hotel brands and independent boutique & lifestyle properties, travel agents, corporate travel offices, students and individuals. **Basically, your six degrees of separation just turned to one!**



### YOU WANT A RETURN ON YOUR INVESTMENT

We respect and understand the importance of raising your bottom line. You want your property, small brand or company to be memorable as well as educate clients and prospects on the unique and above status quo attributes you offer. What better way than to partner with BLLA to ensure you get what you're after - MORE BUSINESS.

*BLLA 2013 International Leadership Symposium video*  
<http://bit.ly/BLLA2013Leadership>

- Gain Influence:** Supporting the industry with your sponsorship gives you the power of influence.
- Up-level Your Exposure:** Expose your brand and be recognized through BLLA digital and print marketing through collateral at trade events and conferences.
- Show Your Expertise:** Participate in online and offline panel discussions at events and shows.
- Have Control:** You have choices and making the right ones at the right time gives you the freedom to define the sponsorship message.
- Create Connections:** Network with top decision makers.

### MEMBERSHIP FEES:

**For lodging properties:**  
**25 rooms or less: \$198.00**  
**26-50 rooms: \$298.00**  
**51-100 rooms: \$398.00**  
**101-200 rooms: \$498.00**  
**201+ rooms: \$598.00**

**For Industry Suppliers: \$1,298.00**  
**For Hotel Corporate Offices: \$1,298.00**  
**For Agents/Travel Managers: \$298.00**

**FINALLY! A place for boutique lifestyle independents to call your own. [blla.org](http://blla.org)**

"There are very few initiatives designed to level the playing field for this emerging segment and BLLA has demonstrated to be a natural leader. The integration of modern e-commerce tools by BLLA will give boutique properties the ability to capitalize on new trends that travelers search for."

**Pedro Colaco, CEO**  
**GuestCentric**

"After decades of feeling that the Boutique Hotel sector was more seen to be an outsider within the Hotel industry, finally, with the existence of BLLA, the understanding in branding the Boutique sector and giving it its own identity has been realized. At NA Concepts, we strongly believe in the benefits and contribution of being a member of BLLA."

**Cees Houweling, CEO**  
**NA Concepts Uruguay**



*BLLA Board of Directors*

## CONFERENCES & EVENTS

### 2014 BLLA Events: (tentative)

**June 3 (evening) - June 4th** New York  
Boutique Hotel Investment Conference

**July 30-31** Los Angeles  
Executive Women's Network Conference

**September 17-19** Las Vegas  
Boutique Lifestyle International Leadership Symposium

**November 6-7** Europe  
BLLA Boutique Development EMEA

You want to be at events that actually bring you more of the type of clients you desire and pick up some amazing information along the way. Our events do exactly that.

Don't be the one sitting in the giant room that has to push your way through the networking process. Wouldn't it be a lot more fun to say "Yes, that's my brand & logo you've been seeing!" The amount of visibility you will have with very little effort is astonishing! Your logo will be placed on our websites, email, newsletters, event collateral and digital screens, so the entire audience will have exposure to you before you've even finished your first conversation. You will also have the opportunity to meet and have the undivided attention of the industry's key leaders.



*Renie Cavalleri with Niki Leondakis*



*BLLA Awards Miami*



*Ed Scheetz with Ian Schragar*



*BLLA Extreme Networking*

### Who attends the BLLA Conferences?

- Architects
- Attorneys
- Brokers
- Company Executives
- Consultants
- Designers
- Destinations
- Developers/Construction
- Financial Advisors
- Food & Beverage Companies
- Hospitality Rewards
- Hotel Owners/Managers
- Intermediaries
- Investment Bankers
- Investors
- Lenders
- Media
- Purchasing/Procurement Executives
- Real Estate & Financial
- Students
- Travel Managers & Travel Agencies
- Travel Suppliers

### Companies that Exhibit & Sponsor the BLLA Conferences

Accessories	Linens
Accountants	Luxury Beds, Bedding
Amenities	Marketing
Artifacts & Antiques	Medical
Artwork	Mobile Technology
Bath/Spa	Phone Systems
Building/Architectural	Plantscape
Business Services	Printers
Communication	Social Media
Components	Software
Data Sourcing	Spa Fixtures & Amenities
Educators	Sustainability
Electronics	Tabletop Products
Equipment	Technology
Fabrics	Wall Coverings
Flooring & Carpet	Water Features
Furniture	Website Designers
Gourmet Foods	Window Treatments
Hardware	Wineries
Insurance	
Law Offices	
Lighting	

**CONFERENCES & EVENTS**

**EXHIBIT SPACE**

Not currently available for the New York Investment Conference

\$3,500 – Primary (6’ table)

\$5,000 – Classic (10 x 10 space)

\$8,000 – Premium (10 x 20 space)

**SPONSORSHIP**

Sponsorship Options	Silver \$1,500	Gold \$3,500	Diamond \$10,000	*Inner Circle Members
Insert for Attendee Bags	✓	✓	✓	✓
Logo on Event website	✓	✓	✓	✓
Logo on Thank You digital signage at event	✓	✓	✓	✓
Badge to display on website & email (let others know you are sponsoring)	✓	✓	✓	✓
Banner advertisement on BLLA’s Newsletter (one week)		✓		
Banner advertisement on BLLA’s Newsletter (two weeks)			✓	✓
Quarter-page ad in the Program Guide	✓			
Half-page ad in the Program Guide		✓		
Full-page ad in the Program Guide			✓	✓
Post Event Attendee List		✓	✓	✓
1 Complimentary Event Registration		✓		
2 Complimentary Event Registrations			✓	✓
1 Discounted Event Registration		✓		
4 Discounted Event Registrations			✓	✓
Discounted Exhibit Space		✓	✓	✓
Complimentary Basic Exhibit Space			✓	
Complimentary Premium Exhibit Space				✓
1 Email blast to direct buyer members prior to conference			✓	
2 Email blasts to direct buyer members prior to conference				✓
Mention in Event Press Releases			✓	✓
Exclusive Banner in Public area (company may use artwork of their choice)			✓	✓
Company listing on Mobile Site			✓	✓
Introduce one panel discussion/moderator				✓
Keynote introduction with 1 minute elevator speech				✓
Special designation on event marketing material				✓
1 VIP table at the Gala Awards Dinner (with option to invite special guests)				✓
Sponsorship of 1 Award				✓

\*call for more information

## ADDITIONAL EVENT SPONSORSHIP OPPORTUNITIES

Breakfast Sponsor - (2 available)	\$2,500
Morning & Afternoon Break Sponsor	\$1,500
Lunch Sponsor	\$3,500
Gala Awards Dinner Sponsor (Includes keynote opportunity)	\$15,000
Wine Sponsor for Gala Awards Dinner	\$2,500
Cocktail Reception Sponsor	\$3,500
Logo on Step & Repeat BoutiqueTV uses this for interviews Extensive distribution	\$2,500 (limit 2)
Lanyard Sponsor	\$2,500
Attendee/Delegate Bag Sponsor	\$3,000
Door Prize Sponsor with presentation to winner (cash or merchandise)	\$1,500

## AWARDS & RECOGNITION



“In my 30+ years in Hospitality I received several recognitions and awards from great organizations. Being named Hotelier of the Year by the BLLA is a wonderful recognition from what I consider to be the most relevant organization in our industry. Frances Kiradjian’s goal to be the unifying voice of the most noteworthy sector within the hospitality industry has come together in great fashion. Allowing the opportunity to compete against the “big boys” and market ourselves to the burgeoning Boutique clientele that now populate the landscape of hospitality, the BLLA has given a strong presence and powerful voice where erstwhile had been a whisper.”

**Paul Ruffino, Sr. Vice President**  
Kept Hotels & Resorts

With the annual Boutique & Lifestyle Hospitality Awards, properties, companies and professionals from around the world have the opportunity to compete in several categories. The awards are a universal benchmark for recognition of quality and accomplishments among the boutique and lifestyle hospitality industry. This exquisite award competition is the only one that focuses on the combined overall categories for the boutique and lifestyle industry. You can nominate a person, company or property and see more at <http://bit.ly/BLLAawards>. Winners are announced during a Gala Dinner & Celebration during the annual Leadership Symposium and coverage extends to the global press and media for intense recognition.



## PAST SPONSORS, EXHIBITORS & SPEAKERS

### PAST SPONSORS & EXHIBITORS

AGILYSYS  
ALIOSCOPY  
APAISER  
ARTISTIC TILE  
ASCENSION SOFTWARE  
AVELINA WINES  
BDK AMERICA  
BEANITOS  
BEAUTY BEYOND FORM  
BISCOFF COOKIES  
BONTEMPI  
BOUTIQUE DESIGN  
BUUTEEQ  
CARDIOREADY  
CLAIRVOYIX  
CLEAN THE WORLD  
COFFEE BEAN & TEA LEAF  
COHNREZNICK  
CONCEPT AMENITIES  
CUSTOMER DIRECT  
DIGITAL ALCHEMY  
DOLLAR SHAVE CLUB  
FABRIC INNOVATIONS, INC.  
FABRICUT  
FAWNI ENTERTAINMENT  
FISCHER & WIESER  
FOOD SHOULD TASTE GOOD  
FOODBUY  
FRONTGATE CONTRACT  
GETAWAY PAKEGES  
GILCHRIST & SOAMES  
GOODY GOOD STUFF  
GREENBERG TRAUIG, LLP  
GUEST CENTRIC  
HEBS DIGITAL  
HEFFERNAN INSURANCE BROKERS  
HOLLYWOOD ROOSEVELT  
HOTEL BUSINESS  
HOTEL DESIGN  
HOTEL NEWS NOW  
HSYNDCATE  
INNOVATIVE HOSPITALITY CONCEPTS  
INTERIOR DESIGN GROUP  
JEAN-MICHEL COUSTEAU BY MARICOID  
JF CAPITAL ADVISORS  
LA BOTTEGA  
LATHER  
LG ELECTRONICS  
LODGENET INTERACTIVE CORPORATION  
LVP PRODUCTIONS & CONSULTING  
MARC FRIEDLAND COUTURE COMMUNICATIONS  
MONIN GOURMET FLAVORINGS  
NARDI  
NIS PRINT  
NORTHERN FEATHER CANADA LTD  
NEW YORK INSTITUTE OF TECHNOLOGY  
OLIPHANT FILMS  
OW LEE  
PAVILION FURNITURE INC.  
PENTA  
PIGTAIL MARKETING  
POINT EAST INTERNATIONAL  
POINTS  
PORCELANOSA USA  
PORTLAND ROASTING COFFEE  
PRINCIPIA HOSPITALITY  
REAL ESTATE ALERT  
RESTORATION HARDWARE CONTRACT  
ROAMING AROUND  
ROOM 360  
ROOMKEY

ROTTET STUDIO  
SFERRA  
SHADE SCAPES  
SIFAS  
SK TEXTILE  
SLEEP-HOTEL DESIGN EXCELLENCE  
SUITELIFE  
SWANK AUDIO VISUALS  
SWAROVSKI  
TCHO CHOCOLATE  
THE REAL DEAL  
TRENDY TRIPPING  
TRIPTV  
TY GROUP  
TYLERS COFFEES  
ULTRA FAUCETS  
UNIQUINT SOLUTIONS  
VENTURE INSURANCE PROGRAMS, INC.  
VIVREAU  
VIZERGY  
VTECH HOSPITALITY DIVISION  
WESSCO INTERNATIONAL  
WHOLE WORLD WATER  
YO!DOG MARKETING

### PAST SPEAKERS

David Freiburger, VP of Guest Experience, Morgans Hotel Group  
David Winter, Chairman, SW Region, Luxury Marketing Council  
Dimitri Antonopoulos, VP, Operations, Groupe Antonopoulos  
Dominic Seely, Managing Director, Townhouse Capital SA  
Ed Scheetz, CEO, King & Grove  
Ernest Wooden, CEO, L.A. Tourism & Convention Board  
Evan Saunders, CEO, Attract China  
Flavio Martins, Principal, The Customer Service Mgmt Coach  
Flora Tsang, Account Mgr/Video, YouTube  
Freddie Floyd, CEO, The Consummate Concierge  
Gary Isenberg, President, LWHA/Asset & Property Mgmt  
Gary Levy, Partner, CohnReznick  
Gregory Peck, President, Crescent Hotel Group  
Greg Remeikas, Partner, CohnReznick  
Guy Maisnik, Partner, Vice Chair, JMBM Global Hospitality Group  
Hal Craddock, Owner & Architect, Craddock Terry Hotel  
Heather Leisman, Managing Director, Hotel Tonight  
Heather Richer, VP, Revenue & Distribution, Kimpton Hotels & Restaurants  
Ian Ginsberg, President, Bigelow Apothecaries  
Ian Reiser, Owner, Out NYC  
Ian Schragger, Founder & Chairman, Ian Schragger Company  
Jason Brown, Director, Acquisitions & Development, YOTEL  
Jason Pomeranc, CEO, The Pomeranc Group  
Jeff Higley, Vice President, HotelNewsNow/STR  
Jeff M. Lehman, General Manager, Betsy Hotel  
Jeffrey Davis, Managing Director, Jones Lang LaSalle  
Jeffrey Taschler, President, Carlton Group  
Jeffrey Low, CEO, Stash Hotel Rewards  
Jim Mouzourakis, Sr. Managing Director & Co-Founder  
Paramount Realty Advisors  
Joe Weinberger, COO, JF Capital Advisors  
Joel Simkins, Sr. Lodging Analyst, Credit Suisse LLC  
John Burns, President, Hospitality Technology Consulting  
John de.C Evans, President, Trilogy, Opus Hotels Canada  
John Delucie, Founding Partner, Crown Group Hospitality  
John Elston, Founder & CEO, Yo!Dog Marketing  
John Meadow, Principal, LDV Hospitality  
John Peters, President, Travel Media Group, USA Today  
John Russell, Principal, CEO, Campus Brands  
Jonathan Falik, CEO, JF Capital Advisors  
Josiah Mackenzie, Director, Business Development, ReviewPro  
Jules Thomas Tu Hai Kwan, Managing Director, Space Group/China  
Julie Purnell, SVP, Acquisitions & Development, Denihan Hospitality

Karena Albers, Founder, Whole World Water  
Kathleen Cullen, VP Revenue & Distribution, Commune Hotels & Resorts  
Kathy Misunas, Principal, Essential Ideas  
Kevin Mullaney, President, The Grayson Company  
Kimberly Christner, President & CEO, Cornerstone Hospitality  
Larry Broughton, CEO, Broughton Hotels  
Lauren DeGeorge, Digital Accounts Manager, POSSIBLE  
Laurence Bernstein, Managing Partner, Protean Strategies  
Leah Dauer Murphy, Vice President, HVS  
Lee Maen, Founder/Partner, Innovative Dining Group  
Linda Bruno, Managing Director, Consulente International  
Liz Mazurski, Founder & Editor, WellHaus  
Luke Ostrom, Restaurateur, NoHo Hospitality  
Lynn Curry, Principal, Curry Spa Consulting  
Marc Friedland, Founder/Creative Director, Marc Friedland  
Couture Communications  
Marc Skvorc, General Manager, Klaus K Hotel  
Mark Green, Managing Director, Jefferies LLC  
Mark Woodworth, President, PKF Hospitality Research  
Mary Pierson, CFO, Viceroy Hotel Group  
Matt Erickson, Senior Vice President, SBE Entertainment/SLS Hotels  
Matthew Livian, Chief Investment Officer, The Sydell Group  
Maya Grinberg, Social Media Manager, Wildfire  
Michael Dubin, CEO, Dollar Shave Club  
Michael Fleischer, Counsel, Gibson, Dunn & Crutcher  
Michael Tall, President & COO, Charlestowne Hotels  
Michelle Finn, Senior Vice President, St Media Group/Boutique Design  
Mike Depatie, CEO, Kimpton Hotels & Restaurants  
Mike Schmitt, CEO, Clairvoyix  
Morgan Plant, Vice President F & B, Joie de Vivre Hotels  
Nelson Migdal, Partner, Greenburg Traurig Hospitality  
Nick Mautone, Owner, Mautone Enterprises  
Niki Leondakis, CEO, Commune Hotels & Resorts  
Oliver Striker, Executive Director, UBS Investment Bank  
Paul Ruffino, Managing Director, Hotel BPM New York  
Paula Oblen, President, Hotellements  
Philippe Kjellgren, CEO & Founder, Hotel Insider  
Raj Chandnani, Vice President, WATG  
Raul Leal, CEO, Virgin Hotels  
Renie Cavallari, CEO & Founder, Aspire Marketing  
Richard Cruise, Director of Int'l Sales, AKA Serviced Residences  
Richard Millard, CEO, Trust Hospitality  
Richard Sandoval, CEO, Richard Sandoval Restaurants  
Richard Weissmann, Partner, KSL Capital Partners, LLC  
Rob Cornell, Senior Vice President, Preferred Hotel Group  
Roberta K. Nedry, President & Founder, Hospitality Excellence  
Roberta Matuson, President, Matuson Consulting  
Rodrigo Jimenez, COO, Sceptre Hospitality Resources, LLC  
Roger Hill, CEO & Chairman, Gettys  
Russell D. Munn, Senior Vice President, Lowe Enterprises Investors  
Sam Bakhshandehpour, President, SBE Entertainment/SLS Hotels  
Samira Ali, Director - Product Licensing, Trunk Archive  
Scott A. Lee, Principal, President, SB Architects  
Shai Shamir, Managing Director, Brack Capital Real Estate USA  
Shawn Seipier, Co-Founder, Clean the World  
Sheenah Rogers, Principal, Anstice Communications  
Sims Foster, VP Restaurants & Bars, Denihan Hospitality Group  
Sophie Lyburner, CEO/Creative Director, BLUE Digital  
Stephen Brandman, CEO, Thompson Hotels  
Steven Kamali, President, Steven Kamali Hospitality  
Steven Seghers, President, HyperDisk Marketing  
Tarja Visan, CEO & Owner, Buddha Bar Hotels & Restaurants  
Thierry Roch, Vice President, Hospitality Partners/Forbes Travel Guide  
Thomas Griffiths, Vice President, WORLD HOTELS - The Americas  
Tim Dixon, Principal, The Iron Horse Hotel/Dixon Development  
Will Obeid, Co-Founder, President & CEO, Gemini Real Estate Advisors  
Yariv Ben-Ari, Senior Counsel, Morrison Cohen LLP  
Yasmine Mahmoudieh, Principal, Mahmoudieh Design



Boutique Hotel TV is a new BLLA channel and its goal is to create high-end, experience-driven video, which showcases all the merits of your brand. The Boutique Hotel TV concept aims to increase awareness and incite bookings or sales by appealing to the sensibilities of a growing online audience and its captivation with video content. By understanding this consumer perspective, we can deliver content that is simultaneously approachable and sophisticated- -talking with you, not at you.



Boutique Hotel TV invites online users to share/tweet and ultimately visit, tour, purchase and invest in your brand's experience... and all by clicking "play" on an entertaining yet strategic video. As it is crucial to enhance brand visibility in a competitive marketplace, the BLLA will be extending your video to approximately 600 global members, as well as a growing base of unique travelers who regularly access the BLLA booking program, blog, magazine and conference materials. Generally speaking, for the cost of an advertisement in a trade magazine or public relations initiative, Boutique Hotel TV can create fresh and engaging video content that will speak directly to your consumer!

In addition to showcasing Boutique Hotel TV video on the BLLA site, the BLLA will distribute your content throughout its social media channels and certainly through its network of established corporate, recreational and industry clients—totaling around 90,000 professionals working in travel, tourism & hospitality.

Please see the link below to view our pilot video. We can hardly wait to review your business and show you Boutique Hotel TV's vision for your brand-specific video. You can reserve a spot for your brand as we are continuously booking out video shoots throughout 2014.

Pricing for Hotels & Supplier product videos:  
Starts at \$1,500 for a full video package.

Email: [BoutiqueTV@blla.org](mailto:BoutiqueTV@blla.org)

Pilot Video: <http://bit.ly/BoutiqueTVHotelO>



*BLLA Spa and Wellness-Guidance and knowledge  
Center for developing, operating and integrating  
Spa & Wellness into your hotel and/or resort*

The BLLA Spa and Wellness division (S&W) was developed to complement the services and educational objectives of BLLA, in the spa and wellness space. To encourage networking amongst the members and sharing success and best practices, to foster successful growth. Provide the best resources available to further enhance the operation of the hotel and the guest experience as it relates to spa and wellness.



BLLA Spa and Wellness will be a very cost effective option for Boutique and Lifestyle properties to get the latest developments in the spa and wellness space as well as how to incorporate those trends into their property. Specific standards, operating procedures and development standards will also be made available. Determine how many treatment rooms, or what size should my fitness center be, and the proper quantities and mix of equipment will be available.

Additionally, preferred pricing from the industry's leading providers of equipment and skin care product lines. A vetted listing of experienced consultants with proven results in the industry. BLLA S&W will also be developing a newsletter highlighting installations, new products and trends within the space. BLLA S&W will also work with Boutique TV to highlight spa and wellness facilities, sharing the success of our members.

Follow the Marketing & Promotion guide below to focus your efforts on the BLLA Spa & Wellness category. All offers can be targeted to use only on this BLLA Channel.

## Marketing & Promotion



BLLA offers a highly visible opportunity to promote your company to a receptive audience of key decision-makers at worldwide boutique and lifestyle properties and small brands looking for innovative ways to improve the guest experience and their bottom line resulting in raised awareness of your brand in addition to a prominent position on a global basis with one of the fastest growing hotel segments.

BLLA presents the perfect platform to reach a creative, affluent trend-setting demographic through its many sponsorship opportunities. By sponsoring

and exhibiting at the BLLA events, you will be partnering with an organization that is making a significant impact on the boutique & lifestyle sector.

Sponsorship is a great way to increase brand recognition within a targeted sector and associate your company with a unique demographic. BLLA is where sponsors and marketing pros turn to identify targeted opportunities. Please select one or several sponsorship opportunities that match your needs and budget.

CATEGORY	DESCRIPTION	DETAIL	PRICE
E-Blasts	Dedicated emails to either the BLLA membership or the full database	Database = travel / tourism/ hospitality professionals	\$1,500
Awards	BLLA holds annual competitions in 7 categories	Brand recognition via logo/banner/link	\$2,000
Print Ads	Conference Program Guides (stand-alone ads)	Half page / Full page	\$1,000/\$1,500
Print Ads	BLLA marketing brochures; Sponsored By section	Logo and website recognition	\$500
Webinars	On-line participatory educational topics, products & services	Per Session; includes recording for future viewing plus distribution to members via weblink	\$1,500
News Brief	Distributed Weekly BLLA-ON-THE-EDGE	Promotion, Press Release/story; per issue; intro, logo, and link	\$500
Research	White papers on various topics including definitions, research, guest satisfaction, brands	Sponsorship including logo promotion and inclusion in P.R.	\$1,500
Website	BLLA.org	Homepage right side box; hotels/ suppliers/ videos	\$500/Mo.
Website	BLLA.org	Homepage Banner - top spot	\$1,000/Mo.
Website	BLLADirectory.com	Banner ad promo - directory homepage	\$750/Mo.
Website	RealBoutiqueHotels.com	Top Banner image/link	\$500/Mo.
Website	BoutiqueLeadershipConference.com	Homepage Banner promo or logo	\$500/Mo.
Website	BoutiqueHotelInvestmentConference.com	Homepage Banner promo or logo	\$500/Mo.
Online	Linkedin Group pages	BLLA Group page	\$500/Mo.
Online	Linkedin Group pages	Travel Industry Executive Women's Network Group page	\$500/Mo.
Video	BoutiqueTV – BLLA videos	Logo/website/image promotion	\$1,000

## Testimonials

The BLLA leadership symposium provided attendees with a full conference experience, much like we all strive to provide a hotel and dining experience for our guests. It was a truly unique, thought-provoking, and entertaining event spent with those passionate about the boutique hotel industry.”

**Dana Ricci, Design Director,  
Hotel & Resort Division, Judd Brown Designs**

It was such a privilege to be on the digital & social marketing panel at the BLLA’s 2013 Boutique Leadership Conference. The voices heard, the networks created, and the information consumed were so valuable to the industry. The conference was seamless, the topics were fresh, and the company was wonderful. I left the 3-day event feeling inspired and grateful to be a part of the current lifestyle and lodging scene.

**Lauren DeGeorge, Manager, POSSIBLE**

Thank you and your team for putting on such a great conference. The panels that I attended were all terrific, great speakers, great content and above all, relevant, interesting and entertaining. Your wonderful staff made us feel so welcome.

**Richard Millard, Chairman & CEO, Trust Hospitality**

“Being able to share our story of the design for Soho Beach House at the BLLA Conference with such a terrific group of like-minded people made it a truly enjoyable and memorable experience. I definitely look forward to attending next year! What’s great about the BLLA is that it’s bringing us architects, owners and operators together and I’m sort of seeing a lot of different experiences, a lot of different strategies and seeing what’s going on in other places and that’s fantastic for somebody like me. One of the most amazing things about BLLA is that it’s bringing everybody together. It’s putting us all in the same room and that’s a great thing. I can’t think of any organization that’s doing that. I think that I need to keep learning and to keep understanding how the industry is changing and this conference provides a great opportunity for exactly that.”

**Allan T. Shulman, FAIA  
Founder & Principal, Shulman + Associates**

“We joined BLLA a few years ago which gives us direct access to hotel owners, designers, procurement companies and all the people in the industry who know other people in the industry, so even though you might not be a designer, you could meet someone, network and that alone will open the door.”

**Todd Johnson, V.P. Sales & Marketing,  
Point East International**

“It’s an incredible group. BLLA gives everybody an opportunity at this level to get together and to congregate and exchange first of all friendships and then products and services. As we are here in Hollywood, what gets better than this, at the most classic hotel in town, The Roosevelt, with everybody coming together underneath one roof. Apart from the social side, I think this conference really gives the opportunity for vendors, suppliers and hotels to all come together and to find out what’s going on.”

**Sandra Costa, Design Group CEO**

In my 30+ years in Hospitality I received several recognitions and awards from great organizations. Being named Hotelier of the Year by the BLLA is a wonderful recognition from what I consider to be the most relevant organization in our industry. BLLA’s goal to be the unifying voice of the most noteworthy sector within the hospitality industry has come together in great fashion. Allowing the opportunity to compete against the “big boys” and market ourselves to the burgeoning Boutique clientele that now populate the landscape of hospitality, the BLLA has given a strong presence and powerful voice where erstwhile had been a whisper.

**Paul Ruffino, GM, Hotel BPM**

“I’m still on such a high from the symposium being completely filled with amazing energy for so many days in a row. I can already tell, this event will alter my life path in amazing ways.”

**Cierra Savatgy-King, Pigtail Media**

## Contact Us

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