



Guam Hotel and Restaurant Association

Suite 101 DFS Pacifica Bldg., 643 Chalan San Antonio, Tamuning, GU 96913

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March 3, 2009

Dear Exhibitor:

Thank you for your interest in participating in PHARE 2009. Attached is a copy of the exhibitor's kit and flyer information regarding PHARE, which will be supported by the following promotions:

GHRA Membership:

- Exhibitor listing and mention in the 1st Quarter GHRA General Membership meeting (100 + people).
- Exhibitor listing in PHARE exhibitor packet (sent to 300+ members and used in all promotions of PHARE).
- Promotions with more than 3,000 people who attend PHARE within three days.
- Exhibitor will receive FREE listing in official PHARE booklet.
- Exhibitor may supplement direct marketing efforts with FREE access to GHRA membership and committee lists available on Excel (CD to be provided at Exhibitor meeting).

PRINT, TV and RADIO PROMOTIONS:

- Exhibitor will receive mentions in:15 commercials for radio with 4 mentions per day on radio sponsor
- PHARE will be promoted in :60 commercial spot for radio with 15 mentions per day on radio sponsor
- Exhibitor will receive logo placement in all print ads with the print sponsors including regular newspaper circulation and all specialty publications
- Exhibitor will receive logo placement in TV ads with not less than six ROS placements with TV sponsor
- Exhibitor will be listed in the Winter/Spring issue of the Hospitality Guahan magazine, which is distributed as an industry magazine to 300+ members with an additional 2,000 copies to be distributed during the three-day expo to all participants and attendees at PHARE 2008.

SCHEDULE:

- Exhibitors will be offered opportunities for special promotions, sponsorships of special events during PHARE and media opportunities with special press releases announcing product launches or key features of PHARE; radio and print interviews may be scheduled upon request with GHRA.
- Exhibitors will be able to invite special guests to the Ribbon Cutting Ceremony at 10 a.m. on Thursday, April 16, 2009 at the Hyatt Regency Guam.
- Exhibitors will be able to invite special guests to the Cocktail Mixer at 6 p.m. on Thursday, April 16, 2009 at the Hyatt Regency Guam.

We look forward to celebrating the success of PHARE with you and your company. Should you have any questions, you may contact the GHRA at 649-1447 or info@ghra.org. For more information, please visit our website at www.ghra.org.

Senseramente,

Mary P. Torre
President
Guam Hotel & Restaurant Association

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