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CO-OP MARKETING PARTICIPATION

Region 10 – Arkansas, Louisiana, Oklahoma, Texas

The Choice Co-op Marketing Program is a collaboration between Choice Hotels International, Inc. (Choice), the Choice Hotels Owners Council (CHOC), and the Econo Lodge Franchisee Association/Rodeway Owners Association (ELFA/ROA), with the goal of promoting Choice brands and driving business to the co-op member hotels in the U.S. at a regional, state and local level.

The Choice Co-op Marketing Program is the perfect resource to maximize marketing and advertising dollars. In addition to the member fees collected, Choice Hotels contributes annually to the national Choice Co-op Marketing Program thus increasing your buying power. For more information, please see the Co-op Marketing Program Overview or contact Joey Martin, senior director co-op marketing at joey_martin@choicehotels.com.

Whether you are joining for the first time or are a new franchisee, please complete and submit this form to join the Choice Co-op Marketing Program and take advantage of the great return on investment offered for a minimal cost. If you have any questions, please contact your region’s co-op representative as follows: Midscale properties-Chet Patel at chet@pinnaclehotelgroup.com; Econo Lodge properties-Aroon Patel at gm.tx261@choicehotels.com; Rodeway properties-Manoj Patel at manojpatel1125@yahoo.com.

Co-op Billing Annual Participation Amount: \$1.00 per room per month (cap of \$1200 annually)

Property Code: _____ Property Name: _____

E-mail address: _____

Phone: _____ Fax: _____

No. of Rooms: _____ Charge: (based on \$1.00 per room per month): _____/per year

I authorize Choice Hotels International, Inc. to charge my hotel’s property code listed above. If the charge is not paid in 60 days, it will be reversed from the Franchise Bill, and my Choice Co-op Marketing Program membership will be cancelled.

Choice Co-op Marketing Program participation is automatically renewed every calendar year via your Franchise Bill. You may discontinue your participation at the end of the calendar year by contacting the Franchise Billing Department at 301-592-6105.

If you missed the annual enrollment, please contact Tammie Matthews at the address listed above.

 Licensee/General Manager Signature

 Date

Return this form by fax to 239-566-8570. Thank you!