ANNUAL CONFERENCE
ORLANDO
FEBRUARY 16-18

REGISTRATION
Information and Details

Connect with us:
@chpaonline  
#chpa2015

facebook.com/chpaonline.org

linkedin.com/in/chpalink

Register online for fast and easy service by the earlybird deadline!
Save $$$ until December 31
At my first CHPA Annual Conference, I met one partner that brought my company $100,000 in new business the following year. Without that opportunity, we would have struggled to survive.

Billy Cochran, CCHP; TP Corporate Lodging

... But don’t just take our word for it...

Nearly 85% of the attendees from the 2014 Annual Conference stated they would attend the 2015 Annual Conference. In addition, 17% had at least one DECISION-MAKER from their company attend, while over 30% had at least FOUR DECISION-MAKERS attend from their company.
Monday, February 16
10:00 a.m. - 12:00 p.m.  CCHP Cram Session
1:00 p.m. - 3:00 p.m.  CCHP Exam
3:30 p.m - 4:30 p.m.  New Member and 1st Time Attendee Speed Networking
4:30 p.m. - 5:00 p.m.  New Member and 1st Time Attendee Intro of Task Forces
5:00 p.m. - 6:00 p.m.  Task Force Meetings
6:00 p.m - 6:30 p.m.  New Member and 1st Time Attendee Sneak Peek of Exhibit Hall
6:30 p.m. - 8:30 p.m.  Opening Reception
8:30 p.m. - 9:30 p.m.  Canadian Member Reception

Tuesday, February 17
6:30 a.m.  Move for Hunger Fun Run/Walk
8:00 a.m. - 8:45 a.m.  Breakfast in Exhibit Hall
9:00 a.m. - 10:30 a.m.  Keynote & Opening Session
10:30 a.m. - 11:30 a.m.  Education Sessions
11:45 a.m. - 2:30 p.m.  Exhibit Hall Open (Lunch served from 11:45 a.m. - 12:30 p.m.)
11:45 a.m. - 2:00 p.m.  CEO Case Study
12:30 p.m. - 2:00 p.m.  Education Sessions
2:00 p.m. - 2:30 p.m.  Networking Break in the Exhibit Hall
2:45 p.m. - 3:45 p.m.  Providers Only Session
2:45 p.m. - 3:00 p.m.  Associate Partner Forum
4:00 p.m. - 5:00 p.m.  Happy Hour in Exhibit Hall

Wednesday, February 18
8:30 a.m. - 9:30 a.m.  Closing Coffee & Breakfast in Exhibit Hall
9:45 a.m. - 10:45 a.m.  General Session: Keynote
11:00 a.m. - 12:00 p.m.  Education Sessions
12:00 p.m. - 1:30 p.m.  Tower of Excellence Awards Lunch
1:45 p.m. - 4:00 p.m.  Reverse Tradeshow
1:45 p.m. - 3:00 p.m.  Regional Meetings
3:15 p.m. - 4:15 p.m.  State of the Industry Panel
4:30 p.m. - 5:30 p.m.  Closing Keynote: Client and Customer Panel
6:30 p.m. - 10:30 p.m.  Fuel for Leaders Biker Bash

Thursday, February 19
9:00 a.m. - 5:00 p.m.  Worldwide ERC Global Mobility Specialist (GMS) Training Module 3: The Intercultural Challenge: Doing Business Globally
Monday, February 16

3:30 p.m. - 4:30 p.m.
New Member and First Time Attendee Speed Networking
Meet other new members and first time attendees at this first speed networking event! There is nothing more important than making some connections that you can continue throughout your time at the Annual Conference.

4:30 p.m. - 5:00 p.m.
New Member and First Time Attendee Welcome
Meet and mingle with other first time attendees and new members of CHPA as well as CHPA leadership. You’ll also get a sneak peek of the exhibit hall and meet with potential partners before anyone else!

6:30 p.m. - 8:30 p.m.
Opening Reception in the Exhibit Hall
The official opening event kicks off the Annual Conference with great company and exciting exhibits! Connect with old friends and make new ones!

8:30 p.m. - 9:30 p.m.
Canadian Member Welcome Reception
Sponsored by CHPA’s Canadian member companies, get a taste of what Canada has to offer. This reception is open to all attendees.

Tuesday, February 17

9:00 a.m. - 10:30 a.m.
Show Your Ink!
Opening Keynote with Dr. Todd Dewett

You are about to begin to improve yourself personally and professionally. Learn about different aspects of success in leadership and life through the importance of authenticity, the need to use your mistakes, the vital role of feedback, why values matter, the key to personal change, and much more.

Tuesday, February 17

10:30 a.m. - 11:30 a.m.

**SALES**

Transform into a Powerful Sales Machine
Bill Todd

Learn how veteran corporate housing professionals recruit and motivate top producing sales people. In addition, you will discover exactly how they out-sell, out-market but never out-spend the competition. Walk away with an arsenal of new sales ideas, tactics and strategies that will enable you to close more bookings at higher rents.

**OPS**

Ensuring Quality Control
Michelle Velasquez, CCHP

How do you ensure your company’s high standards are met when working with multiple partners? Your company offers different packages – how do you keep them straight? How do you keep the moving parts moving in the same direction? Join us in this operations-focused session for tips on ensuring quality to seamlessly deliver a high quality product and service.

11:45 a.m. - 2:00 p.m.

Express Learning Labs

Grab lunch in the Exhibit Hall and then attend four (4) different topics of your choice in operations or sale and marketing. Sit back and relax while the facilitators come to you!

**SALES**

Fuel for Sales & Marketing Pros

- Being Creative at Getting Your Foot in the Door
- Creatively Managing Relationships
- Challenges for Smaller Companies
- Comparing CRM Systems & Experiences: SalesForce, Landslide, etc.

**OPS**

Operational Insights

- It Takes A Village: Ensuring quality control and seamless execution of client experience
- Managing Successful Community Relationships
- Reducing the Learning Curve: Challenges with Training
- Smaller Companies Facing International Issues
11:45 a.m. - 2:00 p.m.
CEOnly Case Study & Lunch
Engage in real conversations over lunch with the industry’s thought leaders. This exclusive Senior Executive session, facilitated by Dr. Todd Dewett, presents a fictitious corporate housing company that is at a critical point. Working together, senior executives tap into their expertise to strategize business solutions and provide guidance on this company’s future undertakings. (By invitation only. Prior registration required; limited to one (1) representative per provider company.)

2:45 p.m. - 3:45 p.m.

Speed Networking
Meet your next referral at Speed Networking! Connect with many new colleagues in a short amount of time to build your professional network, making the most of your time.

The Situation Room
Discuss real-life scenarios and learn to protect your company’s standards, brand and reputation! Share what’s worked, what hasn’t and return to your office inspired with a new ideas.

Associate Partner Forum
This session is open only to Associate partners. Join us for a candid dialogue with dynamic partners that openly share what you want to know!

Wednesday, February 18

9:45 a.m. - 10:45 a.m.
Trending Keynote
What Can Online Marketplaces Do for You?
The corporate housing landscape is changing faster than ever before. Learn how to best utilize today’s technology to maximize your online opportunities. Update your knowledge of how web aggregators impact online marketplaces. Broaden your perspective by understanding how other corporate housing providers – of all sizes – incorporate these opportunities into their overall sales strategies. Take home insights on how this new normal impacts the travel industry as experts forecast future trends.
Wednesday, February 18

11:00 a.m. - 12:00 p.m.

**EXEC**

**Use Your Mind to Lead with Impact**
*Terri Norvell*

Through understanding how your mind works you open up a whole new frontier for tapping into untapped potential in 2015. NeuroScience teaches us how to motivate and inspire others. Neurolactivity tells us, ‘Yes, you can teach an old dog new tricks. And people really do want to learn and grow.’ Come prepared to shift your thinking about what it means to Lead with Impact!

**Secrets of Advanced Social Media Advertising**
*Michael Reynolds*

Recent changes in social media sites like Facebook and LinkedIn mean that your business needs to adapt to stay competitive. It’s no longer enough to just “post a few times a day.” We’ll cover advanced topics like custom audiences, social advertising, social targeting, and everything you need to know to take your social media program to the next level.

12:00 p.m. - 1:30 p.m.

**Tower of Excellence Awards Celebration**

This awards presentation showcases member companies who positively impact and serve the corporate housing industry.

1:45 p.m. - 3:00 p.m.

**Regional Roundtables**

Connect with colleagues in your market to discuss local trends and issues while networking with other corporate housing professionals in the area. Gain industry insights, partnership opportunities and more.

1:45 p.m. - 4:00 p.m.

**Reverse Tradeshow**

Turning the tables on the exhibit hall, Associate Partners meet one-on-one with providers. This informal setting allows Associate Partners to learn more about provider needs and how they can be of service. This is an invaluable networking opportunity for Associate Partners.
3:15 p.m. - 4:15 p.m.

**Real Growth in the Industry: Your Company, Your Market, Your Client Needs**

James Foice, Association of Serviced Apartment Providers; Tracy Hayes, CCHP, GMS, CWS Corporate Housing; Rob McDaniel, Synergy Corporate Housing; Cindy Salter, SCRP, SGMS, Brookfield Global Relocation Services (moderator)

Be prepared for your company’s next growth spurt!
- Grow your company by providing product and services in remote locations.
- Increase your revenue via other business lines.
- Understand how domestic companies accomplished explosive international growth and gain insight into how the UK’s quality assessment is changing the landscape of serviced apartments.

Experts discuss national and global trends – with real examples of how their companies successfully overcame these challenges and why international growth impacts everyone’s business.

**Interactive Dialogue Sessions**

**Coaching Leadership**
Terri Norvell

Whether your team has labeled you a great boss or a lousy boss...this interactive session will help you sharpen your skills and catapult bottom-line results. Coaches are good at delegating, growing people and corresponding profits. This doesn’t need to be complicated. Learn the necessary steps plus gain the tools for following through.

**Inbound Marketing for Corporate Housing**
Michael Reynolds

A deep dive into specific techniques applied to a corporate housing provider and how you can use these ideas in your own business. We’ll cover SEO, social media techniques, utilizing “resident experts”, and content strategies to increase visibility.

**4:30 p.m. - 5:30 p.m.**

**Closing Keynote**

**Partners for Corporate Housing Success**

Hear directly from clients on the forefront of talent mobility to learn what they are seeing in the industry and changes impacting their jobs and yours. Gain valuable insight into what you can do to be a better partner as well as the forecast of the future based on the changing mobility landscape.

**Speakers**

Jacqueline Charney, Cartus

Luis Ibarra, Graebel Relocation

Jill McDonald, SIRVA

Cindy Salter, SCRP, SGMS, Brookfield Global Relocation Services

Samantha Elliott, CCHP, CRP, Preferred Corporate Housing (moderator)
Help CHPA celebrate the closing of the Annual Conference with food, drinks, fun and a live band. You can take part in the action by dressing in your best biker outfit. CHPA will help you complete your outfit with sunglasses, bandanas, tattoos and everything to make you a biker. Don’t miss this one-of-a-kind motorcycle themed event!

Sponsorship opportunities are still available for this fun event. Contact CHPA staff at info@chpaonline.org to select your celebration sponsorship today!

- Networking Firepit Sponsor
- Entertainment Sponsor

Move for Hunger Fun Run/Walk
Tuesday, February 17, 6:30 a.m.

Rise for the run, wake for the walk! Join CHPA for the Fun Run/Walk in support of Move for Hunger. The Omni Championsgate features a 1/2 mile jogging path for your morning run. Register in advance with a $25 donation to Move for Hunger.

As you may be aware, many people throw out a good deal of “stuff” when they move. Unfortunately, a lot of this “stuff” is food that could be delivered to a family in need rather than thrown away. By teaming up with relocation companies and corporate housing providers across the country, Move For Hunger is creating one of the nation's largest year-round service programs. Move for Hunger movers pick up the unwanted, non-perishable food items from those who are moving and deliver it to their local food banks. Your company can get involved and help support CHPA’s charity of choice. Learn more at moveforhunger.org.
PARTNERS AND EXHIBITORS

VISIONARY PARTNERS

PROGRESSIVE PARTNER
Lodging Kit Company

SUPPORTING PARTNER
Aaxsys Technology
Accessories Plus
Houseware Rentals
GO Furnished Housing Providers
Palmetto Linen Distributors

WIFI SPONSOR
The Ascott Limited

HOTEL SPONSOR
Software Answers

REGISTRATION SPONSOR
AZUMA Leasing

WELCOME BAG SPONSOR
CORT Furniture Rental

HAPPY HOUR SPONSOR
GO Furnished Housing Providers

BADGE SPONSOR
CORT Furniture Rental

NEW MEMBER RECEPTION SPONSOR
GO Furnished Housing Providers

FUN RUN SPONSOR
GO Furnished Housing Providers

WATER STATION SPONSOR
Sunshine Rentals

FUEL FOR LEADERS BIKER BASH SUPPORTERS

BEVERAGE SPONSOR
Suite Interiors

PHOTO FUN SPONSOR
Sunshine Rentals

BANDANA SPONSOR
McGuire Furniture Rental & Sales

SUNGLASSES SPONSOR
CWS Housing

AIRBRUSH TATTOO SPONSOR
DART Properties

EXHIBITORS

Aaxsys Technology
Accessories Plus
Houseware Rentals
AFR Furniture Rental
American Hotel Register Co.
Apartment Accessories Plus
Apartment Outfitters
AZUMA Leasing
B & B Rentals
Benefit Resourcing
Brook Furniture Rental
Bruce White Galleries
Colony Furniture Leasing
Corporate Housing Strategies
Corporate Rentals
CORT Furniture Rental
Express Furniture Rental
Fashion Furniture Rental
Furniture Options
GO Furnished Housing Providers
Hoffer Furniture
Inventory Smart
Kaba Access & Data Systems
Lodging Kit Company
McGuire Furniture Rental & Sales
New Image Furniture Leasing
Northeast Furniture Rental
Oakwood Worldwide
Palmetto Linen Distributors
PayLease
People’s Furniture Rental
Rental Guardian
Signature Furniture Rental
Ski and Sea International
Software Answers, Inc.
Southern Furniture Leasing
Springfield Corporation
StayPoints Guest Reward Program
STE-DEL Services
Suite Interiors
Sunshine Rentals
TERN Financial Group
The Ascott Limited

...OPPORTUNITIES STILL AVAILABLE...
Online at chpaonline.org/visibility.
Surrounded by 36 holes of championship Orlando golf, the Leadbetter Golf Academy World Headquarters and 15 acres of recreation, this Four Diamond resort is one of the nation’s premier golf, meeting and leisure retreats.

Our Orlando resort accommodations, including 720 guest rooms and suites as well as two- and three-bedroom villas, are equipped with every modern convenience and a host of luxury amenities. In addition to walk-out golf, guests may choose to relax in our signature Mokara spa, dine in one of our seven restaurants or enjoy 15 acres of pools and recreation activities including the 850-foot lazy river.

Omni Orlando Resort at ChampionsGate
1500 Masters Blvd.
ChampionsGate, FL 33896
Map and Directions

Reservations: Online (Group Code: 17200705486) or by phone at 1-800-THE-OMNI (Code: CHPA)

Rate: $219 per night plus tax

INDUSTRY EXPERTISE

CHPA’s Certified Corporate Housing Professional (CCHP) certification exemplifies competence and professionalism in the corporate housing industry. 10% of the industry’s leaders have this specialty certification. Join this elite group and take the exam at the 2015 Annual Conference. More details at chponline.org.

Worldwide ERC’s GMS® designation signifies that an individual is specialized in the field of global workforce mobility and is committed to ongoing education to grow his or her expertise. To acquire the credential, GMS® designees participate in a three-part module training (all online or combined online/classroom) and then pass a corresponding exam on the fundamentals of global workforce mobility and intercultural management skills. More details at worldwideerc.org.
REGISTRATION DETAILS

Early Bird Discounted Registration until December 31, 2014!
Registration includes all educational sessions, opening reception, scheduled meals, admission into the CHPA Expo hall, networking events, the CHPA Industry Awards Celebration, and all conference-related materials. Payment must accompany your registration form.

Join and Save Rate
Not a CHPA member yet? Save up to $200 by joining CHPA and attending the Annual Conference at a special rate! The sooner your register, the more you save! This opportunity is only available to new members or those members that have been lapsed for more than one (1) year.

Multi-Staff Discounts
Make the most of your training budget and save money at CHPA! Bringing multiple staff helps your team networking and make the most out of the CHPA Annual Conference. Bring 5 or more and save. First check the registration list on the online registration form to see if anyone from your company is already registered then select the appropriate registration rate. Register online for quick and easy processing.

CEO Leadership Forum
This exclusive opportunity is open to any company attending the CHPA Annual Conference, however, space is limited to only one (1) attendee per company. The individual must hold a senior level position in the company. (By invitation only. Prior registration required; limited to one (1) representative per provider company.)

Reverse Tradeshow
All providers are eligible to participate in the Reverse Tradeshow to meet one-on-one with Associate Partners through scheduled appointments in advance. Please indicate your provider company’s interest in participating in the Reverse Tradeshow during the registration process.

Continuing Education Credit (CEU’s)
Certified Corporate Housing Professionals (CCHPs) earn ten (10) continuing education units (CEUs) at the CHPA Annual Conference for recertification. CHPA also offers continuing education credits from Worldwide Employee Relocation Council (WERC). Details will be available in the onsite program.

New Member/First Time Attendee Reception
Are you new to CHPA or attending the Annual Conference for the first time? Make the most of your CHPA conference experience by joining us at the New Member & First Time Attendee events on Monday, February 17. Network with CHPA’s leadership and other members in an informal atmosphere and learn how to make the most of your first CHPA event.

Special Accommodations
If you require accommodations addressed by the Americans with Disabilities Act or special meals, please notify CHPA by February 10, 2015. We will make every effort to accommodate your needs.

Cancellations/Refunds
Written requests for registration cancellations/refunds must be received on or before December 31, 2014. All cancellations will incur a $100 processing fee. Please note: There will be no refunds issued after December 31, 2014.

Associate Members and Prospective Associate Member Policy
To ensure integrity of the exhibit hall, all CHPA Associate and/or prospective associate members may only attend the annual conference with purchase of booth space. To purchase an exhibit booth, please contact Amanda Cook at acook@chpaoonline.org.
• CHPA staff registers all complimentary registrants.
• All other sponsors and exhibitors must register via the CHPA website or with the form in this brochure.
Save money on multiple registrations from the same company! Bringing 5 or more? Save even more! First check the registration list on the online registration form to see if anyone from your company is already registered then select the appropriate registration rate.

<table>
<thead>
<tr>
<th>Conference Fees</th>
<th>Earlybird (12/31/14)</th>
<th>Regular/On-site</th>
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<tbody>
<tr>
<td></td>
<td>CHPA Member</td>
<td>Non-Member</td>
</tr>
<tr>
<td>Full Conference - 1st and 2nd registrant</td>
<td>$525</td>
<td>$1,400</td>
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<tr>
<td>Full Conference - 3rd and 4th registrant</td>
<td>$450</td>
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<tr>
<td>Full Conference - 5 or more registrants (must register 5)</td>
<td>$400</td>
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<tr>
<td>Full Conference + CCHP Exam</td>
<td>$795</td>
<td>$1,700</td>
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<tr>
<td>GMS Module Training (Training only; CHPA Members)</td>
<td>$1,245</td>
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<tr>
<td>Wednesday ONLY + GMS Module Training (non-member)</td>
<td></td>
<td>$1,495</td>
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<td><strong>Best Deal! Join CHPA and Save Rate!</strong></td>
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<tr>
<td>Spouse/Guest *</td>
<td>$200</td>
<td>$1,200</td>
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</tbody>
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*Spouse/guest is someone who is not a member of CHPA nor otherwise involved in the industry.

**Additional Registration (optional)**

- [ ] Participate in the Reverse Tradeshow (Provider companies only; Associate Partner sign-up occurs onsite)
- [ ] Sign me up for the Fun Run/Walk in support of Move for Hunger for a $25 donation
- [ ] I would like to donate $__________ for Move for Hunger

**Registration Information**

Company Name (or attach business card): __________________________

Your Name: ____________________________________ [ ] CCHP [ ] CRP [ ] Other __________________

Badge Name (First name as it appears on badge): __________________________

Address: __________________________

City: __________________________ State/Province: ________ Postal Code: ________ Country: ________

Telephone: __________________________ Fax: __________________________

Email: __________________________ [ ] I am a first time attendee [ ] I am a new member of CHPA as of March 1, 2014

**Spouse/Guest Information**

First Name, Last Name: __________________________

Badge Name: __________________________

Please specify any accessibility accommodations and/or special meals: __________________________

**Payment Information**

- [ ] Check (Payable to CHPA, US funds only) [ ] Visa [ ] MasterCard [ ] AmEx

Total Amount: ______________ (Don’t forget to include your donation!)

Credit Card #: __________________________ CVV: # ______ Exp.: _____

Billing Address (if different from above): __________________________

Signature: __________________________

Return your registration to CHPA at
9100 Purdue Rd., Ste. 200
Indianapolis, IN 46268
OR info@chpaonline.org
OR fax (317) 280-8527