



Required Marketing Participation Programs

Exhibit to Membership Agreement

The following marketing programs were developed and approved by Americas Best Value Inn's membership in order to further promote the Brand nationally and expand each property's regional exposure and revenue opportunities. It is crucial that all properties participate in all marketing and promotional campaigns to ensure each program's success and to continue building loyalty for the Brand. Therefore, you are required to display the promotional materials supplied by the Marketing Department, such as counter displays and registration pads, in clear view of your guests. It is also required that all Americas Best Value Inn members participate in the programs listed below.

Value Club

Marketing Strategy: The Value Club is the Brand's frequent guest program. Guests sign-up for the program to receive a 15%* discount on their next stay at any Americas Best Value Inn nationwide, a free room upgrade (when available) and to receive the Brand's e-marketing newsletter, Discounts on Car Rentals, and additional discounts on travel related products. This program will also be enhanced with more added-value incentives for staying at the Brand's properties.



*Regarding the Call Center, the Value 15 rate will automatically be generated off the property's standard rack rate; and online at AmericasBestValueInn.com

Cost: Your only cost reflects the room discounts associated with the Value Club Card.

State Travel Guide Co-op Ad Program

Marketing Strategy: State Travel Guides are highly-targeted advertising mediums that reach consumers during the travel planning process. Americas Best Value Inn has developed a co-op marketing program to advertise in guides in states where the Brand has properties. This proven program offers a positive return on investment for members and is a very affordable marketing strategy.



Cost: The total cost for the ad campaign is first determined; 50% of the cost comes from the Brand's marketing budget; then the remaining cost is split by the properties with state travel guide ads running, based on the number of rooms at these Americas Best Value Inns within these states.

Internet Access for Administrative Offices

All Americas Best Value Inn members are required to have Internet access in their administrative offices and supply the Brand with an e-mail address for the primary contact at the property. This procedure will facilitate a more effective and timely communication process between the Brand and fellow member properties.

E-Mail address: _____ Contact name: _____

Property name: _____ Authorized Signature: _____ Date: _____