

**WASHINGTON, DC/BALTIMORE CHAPTER
CORNELL HOTEL SOCIETY**

2010 Mid-Atlantic Hotel Real Estate Outlook

Sponsorship Opportunities



Tuesday, October 12, 2010

7:30 am to 10:00 am

Doubletree Hotel & Executive Meeting Center Bethesda

8120 Wisconsin Avenue

Bethesda, Maryland

Sponsored by:



DOUBLETREE®



Cornell University
School of Hotel Administration
Cornell Hotel Society

2010 MID-ATLANTIC HOTEL REAL ESTATE OUTLOOK

Event Overview

The Mid-Atlantic Hotel Real Estate Outlook event on October 12, 2010, continues the Washington, DC/Baltimore Chapter of the Cornell Hotel Society's tradition of scholarship fundraising and hospitality industry programming. This year's event, which the Chapter will plan annually, promises to attract roughly one-fifth of the five hundred local Cornell Hotel Society members and industry peers. Topics of discussion will include public versus private equity in current market conditions, as well as the types of projects that can thrive in this economy.

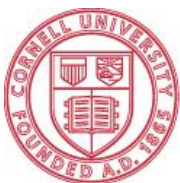
CHS Washington, DC/Baltimore Membership Profile

- Chapter size – approximately 500
- Cornell School of Hotel Administration graduates from the undergraduate and masters programs
- Professionals in the greater Washington, DC/Baltimore metro area, and Maryland Eastern Shore
- Visitors attending event from the Mid-Atlantic region
- Decision-makers in areas of hospitality development, finance, hotel operations, branding, public policy and consulting

Cornell School of Hotel Administration Scholarship Fund- Washington, DC/Baltimore Chapter

The Washington, DC/Baltimore Chapter of the Cornell Hotel Society (CHS) is committed to upholding the initiative of Cornell University to eliminate need-based student loans for families with the most need and cap need-based loans for many families. In this spirit the CHS Washington, DC/Baltimore Chapter accepted a challenge by the Cornell Hotel Society Foundation in April 2008, and created a new \$50,000 chapter scholarship. The Foundation's challenge matches \$1 for every \$3 raised, so the chapter is committed to raise \$37,500. The remaining \$12,500 will be matched by the CHS Foundation. The proceeds from the Mid-Atlantic Hotel Real Estate Outlook event are critical to reaching our goal and will support the School of Hotel Administration in its commitment to fulfill the University's initiative.

The initiative allows many Cornell School of Hotel Administration students to graduate debt free and relieve the least economically advantaged parents of having to make a contribution. This initiative provides generous benefits to students from low/middle income families, but also addresses the needs of all families who qualify for need-based financial aid.



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Featured Moderator:

Jan A. deRoos

*Associate Professor and HVS International Professor of Finance and Real Estate
Cornell University School of Hotel Administration*

Panelist Include:

Michael D. Barnello '87

*President and Chief Executive Officer
LaSalle Hotel Properties*

Kate B. Henriksen '96

*Senior Vice President of Investment Analysis and Portfolio Management
RLJ Development, LLC*

Jin Lee '91

*Managing Director and Chief Investment Officer
Thayer Lodging Group*

Raymond D. Martz '93

*Chief Financial Officer
Pebblebrook Hotel Trust*



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Title Sponsor

Doubletree® is the official Title Sponsor and Host of the 2010 Mid-Atlantic Hotel Real Estate Outlook event.



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President's Circle Sponsor



1

Executive's Circle Sponsors



Associate's Circle Sponsor



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Remaining Sponsorship Opportunities Available

President's Circle **\$2,500**

Benefits & Recognition

- 5 tickets to the event
- Your company name and logo displayed at the event as a sponsor
- Your company name on the event electronic invitations, website and printed invitations with second listing
- 25% discount for 5 employees to all 2011 Washington, DC/Baltimore Chapter events

Executive's Circle **\$1,000**

Benefits & Recognition

- 2 tickets to the event
- Your company name and logo displayed at the event as a sponsor
- Your company name on the event electronic invitations, website and printed invitations with second listing
- 10% discount for 5 employees to all 2011 Washington, DC/Baltimore Chapter events

Associate's Circle **\$500**

Benefits & Recognition

- 2 tickets to the event
- Your company name and logo displayed at the event as a sponsor
- Your company name on the event electronic invitations, website and printed invitations with second listing

For More Information

To learn more about this event or participate as a sponsor please contact Anna Resek or Eva Moore at chswashingtondc@gmail.com. Thank you for your support.



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