



TAG Approved® Accommodation Registration Form
Special \$129 Rate for Members of the
Greater Fort Lauderdale Gay & Lesbian Chamber of Commerce - GFLGLCC

Membership Contact Information

Hotel Name _____ Sabre # for Travelocity _____

Address / City / State or Province / Postal / Country _____

Contact Name _____

email _____

Business Phone _____ Fax _____

Please note: The hotel information above will be published in a consumer print directory and internet directory (we do not publish staff contact information). The staff indicated above will receive enewsletters about TAG Approved benefits distributed through our StreamSend automated email system. By registering, you agree to being added to this list. Please make sure you open this email every month to take full benefit of your membership.

Please submit the following information for the on-line and print directory via email to TAGchanges@communitymarketinginc.com.

Then fax or mail your application. Once we receive your application with payment, we will retrieve the information from the system.

Date information was emailed: _____ From which email address: _____

1. Internet property description: We suggest including some gay specific information like distance to gay neighborhood or bars, community support or any other information you think is important. Each property has a maximum of 160 words for the internet listing.
2. Consumer reservations telephone number and consumer website
3. Number of rooms in property
4. Neighborhood: Maximum of 16 characters (examples, downtown, Castro, North of I-95, Midtown)
5. Type of property: Maximum of 12 characters (examples, boutique, luxury, all-gay resort, motor lodge)
6. 10 words that will be used in the print directory. This will already include your hotel name, telephone and website, so there is no need to repeat that information.
7. Website Image: The website will allow you to display one large image that is used as a header for your listing. Submit the image as a 552 px wide x 236 px high res JPEG (smaller OK), RGB color, 72 dpi. Note: feel free to submit an image that contains multiple pictures/logos within the context of the maximum size.

LGBT-WELCOMING QUALIFICATION

In order to participate in the TAGApproved® Accommodations Program, your hotel must meet the six LGBT-welcoming qualifications on page 2 of this application. Please initial that you have read and qualify based on each requirement. Please call 415/437-3800 if you have questions about the qualifications.

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|--|--|---|
| 1) Non-discrimination Policy: Initial _____ | 2) Equal Administration of Personnel Benefits: Initial _____ | 3) Diversity Training: Initial _____ |
| 4) TAG Approved as a Watchdog: Initial _____ | 5) Community Support Policy: Initial _____ | 6) Significant Harm Policy: Initial _____ |

Based on the above qualifications, our hotel meets the TAG Approved LGBT-welcoming qualification.

Authorized Signature _____ Print Name _____ Date _____

PAYMENT: 2013 / 2014 MEMBERSHIP FEE THROUGH DECEMBER 31, 2014

____ GFLGLCC: Rate \$129 (Reduced from \$179)

____ GFLGLCC: Small Guest House Rate \$99 (Less than 30 rooms)

Please make check payable to: Community Marketing, Inc., 584 Castro Street #834, San Francisco, CA 94114, USA - or - Please approve \$179 US to be charged to the credit card number below and return by fax to (+1) 415/552-5104.

Visa/MC/Amex # _____ Exp. ___/___ CVV _____ Signature _____



2013/2014 TAG Approved® Accommodations Program



Reach LGBT consumers, meeting planners and travel agents in North America.
A full year of marketing and educational support benefits.

TAG Approved® Accommodations is the largest program supporting LGBT-welcoming hotels, resorts and B&Bs in the world. With over 2,000 participating hotels meeting six LGBT-welcoming qualifications, we are the largest because we offer the most benefits for the investment. Being TAG Approved® is more than a membership. TAG Approved provides practical benefits to help your hotel cost-effectively reach gay and lesbian consumers throughout the United States, Canada and beyond.

TAG Approved is operated by Community Marketing, Inc. and is based in San Francisco. Since 1992, CMI has provided a comprehensive portfolio of LGBT marketing and research services. Visit www.CommunityMarketingInc.com for a full list of services. For more information, contact Glen Fishman at glen@CommunityMarketingInc.com.

Practical Benefits for TAG Approved Members

Membership includes practical benefits that make the annual investment very cost-effective. Accommodations registering now will receive benefits through December 31, 2014.

TAG Approved Accommodations Web Listings: Your hotel is listed, searchable and linked on TAG Approved's internet and mobile optimized directory, www.tagapproved.com. Your hotel's hyperlink is included so consumers can go directly to your website. Your property is also listed on TAG Approved's iPhone app.

2014 TAG Approved Travel Directory: Your hotel is listed in the 2014 TAG Approved directory. This print publication includes a list of all TAG Approved properties and 5,000 hard copies are printed and distributed. In addition, a digital version of the directory is distributed far and wide.

Travelocity Partnership: TAG Approved is the official partner of Travelocity, which provides TAG Approved hotels exclusive listings on Travelocity's microsites - www.GayTravelocity.com and travelocity.com.mx/lgbt. This benefit is only available for accommodations that are Travelocity merchants.

TAG Approved Logo Usage: Your hotel is authorized to use the TAG Approved logo on all promotional materials.

Monthly E-newsletter: TAG Approved distributes a monthly member e-newsletter to keep you updated on TAG Approved activities and benefits.

Education: TAG Approved invites you to participate in twelve live webinars every year. Webinars such as *LGBT Diversity Training for Hotels*, *Twelve First Steps to Success in the LGBT Markets*, and *Attracting LGBT Group Business* give you practical advice on how to increase your return on investment.

Research: CMI produces an annual LGBT tourism research report and provides it to TAG Approved members at no charge.

TAG Approved Help Desk: The TAG Approved Help Desk allows you to call or email our marketing professionals to answer your questions on how to reach the LGBT market (some reasonable time limitations do apply).

TAG Approved is a registered certification mark owned by Community Marketing, Inc. All member benefits are subject to change.



2013 / 2014 TAG Approved® Accommodations Program Qualifications

LGBT-welcoming “Best Practices” Qualification

In order to participate in the TAG-Approved® Accommodations program, your hotel must meet the following six gay-welcoming qualifications. If you have questions about the qualifications please call 415/437-3800.

1) Non-discrimination Policy

TAG Approved members must have a non-discrimination policy that includes sexual orientation and gender identity/orientation. TAG Approved recognizes that for some hotels, sexual orientation and/or gender identity non-discrimination is required by law by their country, state, or region. If this is the case for your hotel, it is acceptable to join TAG Approved, even if your hotel does not have a formal non-discrimination personnel policy. This recognizes the HR trend of defining your non-discrimination policy, in relation to the changing laws of your region.

2) Equal Administration of Personnel Benefits

TAG Approved members must treat heterosexual married couples and same sex marriages, domestic partners and/or civil unions equally in their personnel policies. This is often referred to as Domestic Partner Benefits. TAG Approved recognizes that for some hotels, same-sex marriage is legal in their region and these hotels are not required to have domestic partner personnel policies separate from their standard married couple policies. TAG Approved recognizes that many small properties have little to no employee benefits. This policy enforces the equality of the benefits, not the extent of the benefits.

3) Diversity Training

All TAG Approved members must provide LGBT-specific diversity training to their employees. This training can be part of the diversity training offered by the hotel, or hotels can develop classes specific to LGBT concerns. TAG Approved provides regular webinars on how to develop diversity training in your hotel. It is acceptable to register for TAG Approved if you agree to take TAG Approved’s diversity webinar and implement diversity training in your hotel within six months of registering. This training is also available to members as a download.

4) TAG Approved as a Watchdog

By becoming a TAG Approved Accommodation, property management acknowledges that both their customers and employees may become “watchdogs” of their business practices. TAG Approved encourages both hotel employees and customers to contact TAG Approved to report if the property does not follow required policies. It is the policy for TAG Approved to follow up on all complaints, and we expect the property to adequately address and resolve the issues presented. If TAG Approved determines that the complaint is not being adequately addressed, or that the property does not meet TAG Approved’s Best Practices qualifications, the property will be terminated as a TAG Approved member and the company must agree to immediately cease using TAG Approved identification on promotional materials.

5) Community Support Policy

TAG Approved hotels must support their local communities through cash, gift certificate or in-kind support to local non-profits. TAG Approved strongly recommends that you include organizations that support the LGBT, AIDS/HIV or women’s communities.

6) Significant Harm Policy

TAG Approved recognizes that no hotel or hotel brand can police every owner, investor, manager, and employee. Unfortunately, situations can occur where a hotel meets the above qualifications, but an individual connected to the hotel does significant harm to LGBT equality. TAG Approved reserves the right to terminate membership should these situations occur and if the hotel does not adequately address the concern.

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