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GHLA Buyers’ Guide Directory Input Form – Allied Members

GHLA publishes an online Buyers’ Guide to provide hospitality professionals information about a host of industry-related products and services. Listings in the online Buyers’ Guide are reserved exclusively for GHLA members. This member benefit provides your company with additional exposure via an effective tool to support your marketing initiatives.

As a GHLA member, you may **list your company in up to FIVE different categories where customers and prospects may locate your company in GHLA’s online Buyers’ Guide.**

**Use this form to designate how your company should be listed in GHLA's online Buyers’ Guide** of services and products for the hospitality industry. Determine which categories your company will be listed under in our Buyers’ Guide, and input advertising copy for a company description for *each* category.

* **Listings for the Buyers’ Guide are posted by category (and are grouped under broader main headings).** The full list of categories is long. The best way to complete this form is to have the full list open in a separate document. You can easily select, copy, and paste your category choices into the entry form below. You may find it helpful to print the full list of Buyers’ Guide categories as a reference. The list is included as a separate attachment.
* **Complete ALL required fields for the FIRST listing**; otherwise your company will NOT appear in GHLA’s online Buyers’ Guide at all. The four additional listings are optional.
* For each category listing, you may submit a *different* company description if you wish. This will enable you to target your message if you choose.

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| **Entry Form for GHLA Online Buyers’ Guide** |

From this point forward, enter information into this document to provide GHLA the necessary information to publish in the online Buyers’ Guide. To begin, **double click on the first grey box** for the “First and Last Name” field to select it. **Type your answer and tab to the next field**. Be sure to **“save” this document frequently as you enter more data**, as you will **submit this actual document to GHLA when complete**.

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| **Contact information for the person completing this form** |

*(This contact information is for internal use only and will not be displayed in the GHLA Buyers’ Guide.)*

Name: Click here to enter - First and Last Name

 Title: Click here to enter - Title

 Phone Number: Click here to enter - Phone #, i.e., (123) 456-7891

 E-mail Address: Click here to enter - E-mail Address

**Information submitted from this point on will appear in the online Buyers’ Guide exactly as you input it.**

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| **Company Contact Information** |

Company: Click here to enter - Company Name

 Address: Click here to enter - Address

 City, State, Zip: Click here to enter - City, State, Zip

 Main Phone Number: Click here to enter - Main Phone #, i.e., (123) 456-7891

 Web Address: Click here to enter - Web Address

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| **For More Information: Contact Person(s)** |

### GHLA’s Buyers’ Guide provides users with the opportunity to contact your company for additional information via e-mail directly from our website. GHLA is currently in development with an upgrade to the Buyers Guide that will enable you to list up to five individual contacts for your company. While we currently can only list your “first” contact, we will add the additional contacts to your listing as soon as this new Buyers Guide enhancement is released. Enter the name, title, and e-mail address for each below. Note: e-mail addresses will not be displayed on the GHLA website. Customer inquiries are sent through a GHLA e-mail form that protects your e-mail address.

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|  | **Name (First and Last)** | **Title** | **Phone** i.e., (123) 456-7891 | **E-mail Address** |
| 1. | Click here to enter first contact | Click here to enter first title | Enter first ph. number | Click here to enter first email address |
| 2. | Click here to enter second contact | Click here to enter second title | Enter second ph. number | Click here to enter second email address |
| 3. | Click here to enter third contact | Click here to enter third title | Enter third ph. number | Click here to enter third email address |
| 4. | Click here to enter fourth contact | Click here to enter fourth title | Enter fourth ph. number | Click here to enter fourth email address |
| 5. | Click here to enter fifth contact | Click here to enter fifth title | Enter fifth ph. number | Click here to enter fifth email address |

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| **Preparing Your Company’s Listing in the Buyers’ Guide** |

**Businesses in the GHLA Buyers' Guide are located and described through their category listings.** Your membership provides you the opportunity to **list your company in up to FIVE different categories** in the online Buyers' Guide. For each category listing, you may submit a short description, a long description, and a key word list. **Below are important explanations and directions for each area of your listing.**

* **Categories** identify business products or services you offer. Note: these categories are arranged under broad headings to help the user easily locate suppliers.
* The **short description** will be displayed at the first level of a search (like a Google search). This short description (limited to 250 characters - about 30 words) should be a short sentence or phrase describing this listing. Note: Any description over 250 characters will be truncated by the system.
* The **detailed description** is displayed when the user clicks through for a detailed description. This is the longer, more detailed description (about 150 words or 1,050 characters) of your products and services.
* The **products/service list** is an optional field used to display a list of products and/or services for your company (limited to 500 characters - about 60 words). Please enter a “return” after each product or service line.
* The **key word** list will help users find your company. Each key word should be separated by a comma, followed by a space. Be sure to include common misspellings of your company name or key products.

**Instructions for entering information on the remainder of this form**

1. *At least one listing is required to appear in GHLA’s online Buyers’ Guide.* Your 1st Category will be your company’s PRIMARY / CORE listing.
2. Double click on the first grey box for the “Enter Category” field. Enter your answer. (To expedite: simply copy the category field from the “GHLA Directories Categories” document provided as an attachment. Example: Copy and paste “BUS SRV – Advertising” if you want prospects to locate your company as a resource for Advertising.)
3. Tab to the next field indicated by a grey box. Type your answer. Then, tab to the next grey box and type until all is complete – throughout this section.
4. When you enter data into the grey boxes that hold short and long descriptions, note the character limits as identified in the explanation of each field. The field should count the characters for you. You will not be able to enter more than the allowed character limit for each.
5. **IMPORTANT NOTE:** As you enter copy into the fields below, the fields will expand to accept your copy. Do not be concerned about page breaks. We will extract the raw copy as it is entered.

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|  | Category (Paste from list) | Short Description | Detailed Description | Products/Service List | Key Words |
| 1. | Paste 1st category selection here.  | Listing 1 - Short Description | Listing 1 - Detailed Description | Listing 1 - Products and Services | Listing 1 - Key Words for Searches |
| 2. | Paste 2nd category selection here. | Listing 2 - Short Description | Listing 2 - Detailed Description | Listing 2 - Products and Services | Listing 2 - Key Words for Searches |
| 3. | Paste 3rd category selection here. | Listing 3 - Short Description | Listing 3 - Detailed Description | Listing 3 - Products and Services | Listing 3 - Key Words for Searches |
| 4. | Paste 4th category selection here. | Listing 4 - Short Description | Listing 4 - Detailed Description | Listing 4 - Products and Services | Listing 4 - Key Words for Searches |
| 5. | Paste 5th category selection here. | Listing 5 - Short Description | Listing 5 - Detailed Description | Listing 5 - Products and Services | Listing 5 - Key Words for Searches |

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| To Submit Data to GHLA: Save this document containing your responses and e-mail it to directory@ghla.net for processing. |

### Thank you for completing this information. GHLA staff will take your responses and program them into the directory. Once your listings have been activated you will be notified so you can verify them.