

2020 PAII Innkeeping Conference & Trade Show

Aspiring Innkeeper Sessions : January 5th - 6th

A Day with Acorn : January 6th

Say 'I Do' To Weddings : January 6th

Full Innkeeping Conference : January 7th - 9th


DELIVERS



Who is ?



PAII (pronounced 'pie') is the acronym for the Professional Association of Innkeepers International. PAII is the premier non-profit trade association representing the innkeeping community. Our members are Professional Innkeepers, Aspiring (future) Innkeepers, Interim Innkeepers, Innkeeping Association Leaders, and Vendor Affiliate Businesses and Consultants. PAII brings together the product/service providers and the users, delivering value to each membership.

PAII continues to lead the industry in unmatched education with the most up-to-date information on marketing, technology, travel trends, products and services, and everything in between, via our weekly 'News You Can Use' e-Newsletter, monthly 'Innovations' e-Magazine, webinars, and annual conferences.

PAII advocates for the Innkeeping Industry on issues such as OTA practices, 'leveling the playing field' with unregulated short-term rentals, ADA requirements, taxation, and more.

The PAII Board of Directors and Management is filled with Award Winning Innkeepers, plus past and present Leaders of successful Innkeeping Associations, all of whom bring industry knowledge and experience.

PAII is delighted to have your interest in being a part of our association, our conference, our trade show and our innkeeping community.

PAII's VISION

Lead the B&B industry into the future by embracing progressive changes in philosophy, operations, and technology; promote the success of innkeepers through education, networking, and advocacy; assertively confront negative initiatives and deliver positive results. *PAII DELIVERS. (2017)*

PAII's MISSION

Lead as the premier recognized voice of the Innkeeping Industry

Educate and serve the Innkeeping Community with pertinent information, and by connecting people to share ideas, solve problems, build relationships, and conduct business

Advocate for the Innkeeping Industry in media relations and by promoting the industry and influencing public policy

Deliver on every promise, every initiative, every program

PAII's STAFF

Kris Ullmer, President / CEO, Kris@pail.org

Heather Turner, Marketing Director, marketing@pail.org

Erik Spence, Conference Planner and Trade Show Coordinator, vendors@pail.org

Debbie Anderson, Membership Director, membership@pail.org

Special Thanks to Our Current Sponsoring Partners



Platinum Sponsor



Platinum Sponsor



Platinum Sponsor



Platinum Sponsor



Gold Sponsor



Gold Sponsor

Special Thanks to Our Current Sponsoring Partners



Silver Sponsor



Silver Sponsor



Silver Sponsor



Silver Sponsor



Bronze Sponsor



Bronze Sponsor



Bronze Sponsor



Bronze Sponsor



Bronze Sponsor

What's on Exhibit at the PALL Conference & Trade Show ?

You will engage with hospitality product and service vendors, who are eager to meet the owners and decision-makers of the Innkeeping Industry. A variety of venues such as the industry's best trade show, lunches, and after-hours networking events, enable relationships to be built and business to be conducted.



Create your business needs list and go shopping! You'll see - taste - touch product samples, dive into in technical demos, place orders right at the trade show, and make connections with the industry's most knowledgeable & best vendors.



You'll have time each day to shop during the Trade Show open hours, and you may schedule one-on-one appointments in advance with many Vendor Business Representatives during Trade Show dark hours.



Presentation Opportunities

PAII is passionate about providing high quality, relevant, and timely educational sessions to innkeepers.

Innkeepers have the depth of knowledge and understanding of the incredible Innkeeping Industry. We offer you the opportunity to participate in conference classroom sessions, thus providing you the opportunity to benefit from, engage with, and share your successes with your innkeeping peers.



Once registered, if you are interested in becoming a presenter, either as an individual or as part of a panel discussion, please let us know by contacting our Conference Planner at conference@pail.org.

Aspiring Innkeeper Sessions

Start : January 5th, 8:30 AM

End : January 6th, 7:00 PM

When it comes to setting up innkeepers for success, PAll Delivers. You will be registered for the largest, longest, and most comprehensive block of education designed specifically for Aspiring and New Innkeepers.

Our Aspiring Innkeepers will hear from technology experts, consultants, marketers, chefs, photographers, brokers, insurance agents, and association leaders. PAll Delivers the most diverse, experienced and knowledgeable panel of presenters anywhere in the world.

A highlight of the Aspiring Innkeeper Sessions is meeting our Sponsors and Vendors Affiliates. Time is scheduled to learn briefly about the products and services provided by your future business partners, our Vendor Affiliates.



At the end of the 2-day seminar, you will receive your well-earned Certificate of Completion.

Finally, we end with a little fun and networking. You are invited to join us in the Trade Show for the Welcome Reception. You'll have a chance to meet each of our exhibiting companies and introduce yourself to their representatives. You'll also get to meet innkeepers from around the country who will share their passion for innkeeping and welcome you to our industry. These experienced innkeepers can be an invaluable resource as you move forward with your dreams.

"Attending the Aspiring Innkeeper Conference was one of the best decisions I've ever made in my quest to fulfill my life-long dream to open a bed and breakfast. I signed up with PAll several months before the conference because I knew it was critical for my business that I was as informed about the industry as I possibly could before taking the plunge. Being at the conference and networking with "future colleagues" and established innkeepers cemented my resolve to become one! The seminars cleared a lot of the confusion I had on many topics, particularly regarding insurance, SEO, and how to communicate with my audience through my website and social media."

-Tatiana Cicuto, Owner/Innkeeper, Top of the Ridge Farm Bed & Breakfast

When You Attend a PAII Conference and Trade Show...

- You join thousands of innkeepers who have already been delivered unmatched education at the 3-day Professional Association of Innkeepers International Innkeeping Conference and Trade Show. From the lower 48 states, Hawaii & Alaska, Mexico, Canada, Puerto Rico, and the United Kingdom, we see new faces every single year and now we want to see you in Myrtle Beach this coming January.



- You take advantage of targeted digital marketing, social media marketing, and email marketing sessions, which have been designed from input received by Innkeepers.
- You get hands on experience working on food and beverage techniques to take your breakfasts to the next level.
- You leave with financial strategies designed for instant implementation to drive more to your bottom line right away and to strengthen your plans for retirement and transition of your property to the next innkeeper.

- You place yourself in front of some of the most brilliant technology innovators of software, marketing, and web design, who supply you with takeaways to increase your occupancy and drive more direct bookings.
- You engage with other Innkeepers and Vendor Affiliates in discussions of each others' successful approaches to enhance the guest experience.
- **You return home invigorated, ready to put to use all that you've learned at this PAII event.**



A Day with Acorn Returns!

**Any client of Acorn Internet Services, Inc. -
Get ready for a special BONUS DAY of
education !**

In response to the overwhelming success of their first "Day with Acorn", our Gold Sponsor Partner is excited to announce and host their second "Day with Acorn", exclusively for their clients, on Monday, January 6th, 2020, before the Welcome Reception at the PAII Innkeeping Conference at the Embassy Suites Myrtle Beach Oceanfront Resort.



**Gold Sponsor
2020 PAII Innkeeping Conference
and Trade Show**

Lisa and Mark Kolb, Co-Founders of Acorn, are offering their Innkeeper clients this BONUS day as their way of saying, "Thank You!" They will deep-dive into marketing your Bed and Breakfast or Inn, technology, what's new at Acorn-IS, what's coming to Acorn-IS, and of course, in Acorn style, they'll have some fun along the way. If you'd like to become an Acorn client so that you may take part in this special Day with Acorn, [contact Acorn Internet Services, Inc. today.](#)

Be one of the hundreds of Innkeepers heading to Myrtle Beach in January. Block your calendars, get ready to pack your bags, pack your laptop, and come ready to learn more than you thought imaginable.

AND REMEMBER, **ALL** Acorn-IS Clients will receive discounted pricing and if you are currently not a PAII Innkeeper Member, your Day with Acorn + Full Conference Registration includes a 3 month trial membership, giving you access to PAII's unmatched educational and advocacy resources for innkeepers.

Please note, you must register to attend the PAII Innkeeping Conference and Trade Show to take part in this bonus day.



Say 'I Do' To Hosting Weddings



Hosting weddings provides a significant revenue stream for Bed and Breakfasts, Inns, or Boutique Hotels.

PAII Delivers an entire day of exclusive education on both traditional and innovative practices for hosting weddings, at various degrees of innkeeper involvement. Space will be limited.

You will spend this special day learning the best and unique ways to create that 'special day' for your couples, their families, and their friends. Here is a look at the sessions coming your way...

- The Evolution of Hosting Weddings & Where They're Headed
- From Elopements to Enormous Tents - Creating Profitable Wedding Packages
- Marketing Your Wedding Venue
- Writing and Enforcing Your Event Contracts
- Creating Menus, Stocking Bars, and Staffing Needs
- Dressing Up Your Property for Every Event and Wedding
- Taking Care of Everyone Else
- Wedding Revenues without the Wedding
- Creating Contingency Plans



Please note that the Wedding Education Day is an add-on to the Full Innkeeping Conference & Trade Show and cannot be purchased as a stand-alone event.

Keynote Presentation, January 7th

Building Trust in Travelers to Choose Your Property & Book Direct



For travelers, booking a property for the first time is a leap of faith. Questions of trust lie behind every decision - whether to choose a B&B, Airbnb or hotel, where to check out reviews, and how to make the booking. As an innkeeper, how can you instill in travelers the confidence to choose your property and book directly? In this keynote session, author Daniel E. Craig, founder of digital consultancy Reknown, discusses how to build traveler trust through authenticity, transparency and empathy.

During his 25-year career in the travel industry, Daniel E. Craig has worked in positions ranging from front desk agent to vice president.

Under his leadership as general manager, Opus Hotel in Vancouver was named one of the World's Best 100 Hotels by Condé Nast Traveler and earned a global reputation for exceptional service and cutting-edge marketing.

Daniel is the author of three acclaimed mystery novels, including *Murder at Gravely Manor*, set in a haunted inn in Vancouver.

In 2008 Daniel founded Reknown to help the hospitality industry adopt strategies and best practices in digital marketing, reputation management and guest experience.

His seminars, presentations, webinars, articles and guides reach thousands of innkeepers, hoteliers and travel industry professionals around the world.

For more information about Daniel Craig, visit www.reknown.com.

NIGHT AT THE AQUARIUM

Only at PAII will you dine underwater, surrounded by beautiful corral reefs, exotic fish, sharks, and rays.

Meet up with your fellow Innkeepers, network with our sponsors and vendors, all while taking in the wonders of the ocean.

Transportations is included via chartered tour buses.

Wednesday, January 8th

From 7-10 PM.

You will want to be at this must attend event.

#paiiDELIVERS

#InnkeepingShow

#BedandBreakfast

#RipleysAquariumMyrtleBeach


paii
Professional Innkeeping
DELIVERS


























































































































































AQUARIUM
OF MYRTLE BEACH



Innkeeper Membership

MAXIMIZE YOUR MEMBERSHIP!!

You're interested in being a better innkeeper, running a more successful business, keeping up with trends, and advocating for your industry. Now is the time to join the largest network of professional innkeepers in North America. Below you'll see the specific benefits and services that you'll access by your membership in PAII. Whether you've been an innkeeper for 3 months or 30 years (oh, the changes you've seen!), PAII is the place for you!

Your Innkeeper Members Services & Benefits	Professional Innkeeper	Advocate Innkeeper
News You Can Use weekly e-newsletter - a quick read of industry trends, marketing updates, links	    	   
InnOvations monthly e-magazine - in-depth articles on management / operations / marketing / trends	    	   
Member to Member closed Facebook Group - exchange ideas, experiences, and Q&A with members	    	   
"Innkeeping Live" Webinars (2-4 monthly) - topics presented by consultants & vendor affiliates	    	   
Mini Webinars - a monthly, specific 'how-to' by our Marketing Team	    	   
30 Minute Social Media or Marketing Consultation with PAII Marketing Staff	    	   
Video Library - 'why stay at a real B&B' for use on your B&B/Inn Website	    	   
Online Video Library - a wealth of innkeeping topics archived for reference at your convenience	    	   
Online Resource library - a variety of innkeeping topics archived for reference at your convenience	    	   
Guided PAII Website Tour - You'll learn where to find the publications and resources listed here	    	   
ADVOCACY for the Innkeeping Industry - education & legislation efforts for fair regulations & practices	    	   
Joint Membership PAII & American Hotel & Lodging Association - strong partners making a difference	    	   
Discounts & Specials - access to Members Only discounts on products & services from our vendors	    	   
Basic InnShopper Listing - free listing when it's time to sell or test the market	    	   
PAII Member listing on PAII website		   
Member pricing for PAII events and Innkeeping Show	    	   
One registration to the Innkeeping Conference & Trade Show, unlimited discounted guest registrations		   
Use of PAII logo - display your 'brass' proudly	    	   
Annual Membership	\$239	\$1,299
Annual Membership paid monthly	\$21	\$109.25



Aspiring Innkeeper Membership

As an Aspiring Innkeeper, whether for a few days for a few years, you have many questions - and we have many answers!

Financing a start-up B&B, purchasing an operating inn, insurance, business basics, cost-effective marketing, property management systems ... PAII's online resource center and weekly communications to members address these "need to know" topics. How to attract Millennials / Gen Xers, are online reviews influential, how important is social media, how does Google determine placement ... this is just a small sample of topics that are delivered to your email inbox weekly. Two to four times a month, webinars address essential innkeeping topics. Future innkeepers - and current innkeepers - have busy schedules, so PAII's publications and webinars are recorded and archived for research and review anytime.

And, there's just no substitute for learning directly from innkeepers and industry consultants & experts at PAII's annual Aspiring Innkeeper Seminar - it's a full 2-day event. Immediately following is the 3-day Innkeeping Conference & Trade Show - we recommend continuing your education in the business of innkeeping with sessions designed for basic to advanced knowledge levels. You'll meet your future partners at the Trade Show and in education sessions: the businesses that supply the products, services, and knowledge for operating your inn, along with innkeepers who share their experiences and insights.

Your Innkeeper Members Services & Benefits	Aspiring Innkeeper
News You Can Use weekly e-newsletter - a quick read of industry trends, marketing updates, links	C F F
InnOvations monthly e-magazine - in-depth articles on management / operations / marketing / trends	C F F
Member to Member closed Facebook Group - exchange ideas, experiences, and Q&A with members	
"Innkeeping Live" Webinars (2-4 monthly) - topics presented by consultants & vendor affiliates	C F F
Mini Webinars - a monthly, specific 'how-to' by our Marketing Team	C F F
30 Minute Social Media or Marketing Consultation with PAII Marketing Staff	
Video Library - 'why stay at a real B&B' for use on your B&B/Inn Website	C F F
Online Video Library - a wealth of innkeeping topics archived for reference at your convenience	C F F
Online Resource library - a variety of innkeeping topics archived for reference at your convenience	C F F
Guided PAII Website Tour - You'll learn where to find the publications and resources listed here	C F F
ADVOCACY for the Innkeeping Industry - education & legislation efforts for fair regulations & practices	C F F
Joint Membership PAII & American Hotel & Lodging Association - strong partners making a difference	
Discounts & Specials - access to Members Only discounts on products & services from our vendors	C F
Basic InnShopper Listing - free listing when it's time to sell or test the market	
PAII Member listing on PAII website	
Member pricing for PAII events and Innkeeping Show	C F
One registration to the Innkeeping Conference & Trade Show, unlimited discounted guest registrations	
Use of PAII logo - display your 'brass' proudly	C F
Annual Membership	\$239
Annual Membership paid monthly	\$21



Interim Innkeeper Membership

PAII can assist you in getting your name out to the innkeeping community, where hundreds of innkeepers need to step away

from the inn while insuring the uninterrupted flow of business.

You are experienced and trained to handle all prospective guest contacts with professionalism, converting inquiries into reservations and immediate cash flow. Interim Innkeepers maintain the continuity of the style of guest services, comfort and enjoyment as established by owner/innkeeper.

And, that's a relief for every innkeeper!

Your Innkeeper Members Services & Benefits	Interim Innkeeper
Your descriptive business listing on the (public) Interim Innkeeper Directory at paii.org	0 1
News You Can Use weekly e-newsletter - a quick read of industry trends, marketing updates, links	0 1
InnOvations monthly e-magazine - in-depth articles on management / operations / marketing / trends	0 1
InnOvations - You may submit informative articles, for example : How to Hire and Innsitter.	0 1
Member to Member closed Facebook Group - exchange ideas, experiences, and Q&A with members	0 1
"Innkeeping Live" Webinars (2-4 monthly) - topics presented by consultants & vendor affiliates	0 1
You are invited to present informative webinars	0 1
Mini Webinars - a monthly, specific 'how-to' by our Marketing Team	0 1
30 Minute Social Media or Marketing Consultation with PAII Marketing Staff	0 1
Video Library - 'why stay at a real B&B' for use on your B&B/Inn Website	0 1
Online Video Library - a wealth of innkeeping topics archived for reference at your convenience	0 1
Online Resource library - a variety of innkeeping topics archived for reference at your convenience	0 1
Guided PAII Website Tour - You'll learn where to find the publications and resources listed here	0 1
ADVOCACY for the Innkeeping Industry - education & legislation efforts for fair regulations & practices	0 1
Discounts & Specials - access to Members Only discounts on products & services from our vendors	0 1
Use of PAII logo - display your 'brass' proudly	0 1
Annual Membership	\$199
Annual Membership paid monthly	\$17.58

Included with EVERY REGISTRATION

- Wireless Internet Throughout the Conference and Trade Show
- Lunch will be provided for each day of your specific registration.
- Access to the Welcome Reception on Monday, January 6th at 6:00 PM
- The Highly Anticipated S'mores Social
- Exclusive access to the 2020 PAII Mobile Application for you phone or tablet
- Exclusive access to all of the presentation slides and digital handouts
- PAII Innkeeper Membership Discounts
- Admission to the best Innkeeping Trade Show
- Early Access to Registration for the 2021 PAII Innkeeping Conference and Trade Show
- Enter drawings for free gifts, memberships and more.

Registration Pricing Schedule

	Oct 1 - Nov 30	Dec 1 - Onsite
<u>Aspiring Innkeeper Sessions (Click for Details)</u> <ul style="list-style-type: none"> • 2 days of the Largest and Longest Innkeeping Industry Starter Course. • A must-attend for all upcoming and new innkeepers 	<u>Primary</u> \$549 <u>Guests</u> \$499	\$599 \$549
<u>Full Conference Registration (Click for Details)</u> <ul style="list-style-type: none"> • 3 Days of the unmatched education on Marketing, Technology, Financial Strategies, Food & Beverage, and much more, for the Innkeeping industry. • Countless hours of networking with peer innkeepers and vendor affiliates. 	<u>Primary</u> \$599 <u>Guests</u> \$549	\$649 \$599
<u>Aspiring + Full Conference</u> <ul style="list-style-type: none"> • 5 full days from start to finish. There is no better value around if you are serious about becoming an innkeeper. • Nearly 80% of Aspiring Innkeeper Graduates stay for the Full Conference!!! 	<u>Primary</u> \$849 <u>Guests</u> \$799	\$949 \$899
<u>Wedding Day + Full Conference (Click for Details)</u> <ul style="list-style-type: none"> • On Monday, January 6th, before the Full Conference begins, PAII Delivers a full day of wedding education. You'll learn about trends in weddings, contracts, packages, pricing, marketing, and so much more. • Space is limited. Register early. 	<u>Primary</u> \$728 <u>Guests</u> \$678	\$778 \$728
<u>A Day with Acorn + Full Conference (Click for Details)</u> <ul style="list-style-type: none"> • Monday, January 6th, is a special Bonus Day for current clients of Acorn IS who are enrolled in their <i>Advantage Plan Program</i>. You will spend a full day diving into the waters of your website, your marketing, analytics, and engaging one-on-one time with Acorn. 	\$549	\$599

Kingston Plantation

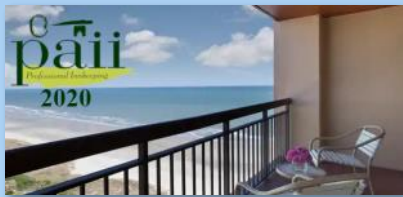
A Hilton® and Embassy Suites® Resort

Take a look at what awaits when you register for the 2020 PAII Innkeeping Conference & Trade Show.

Reservations : Your room rate through December 6, 2019 is \$142+tax for single/double occupancy. There is no resort fee. You may book your room now through December 6th on the [PAII Room Block Link](#).

Your room rate will include the following...

- Round trip transportation from [Myrtle Beach International Airport \(MYR\)](#). Once you've booked your room and flights, simply fill out the [2020 PAII Innkeeping Conference Airport Shuttle Service Instruction Form](#) before December 23, 2019.



- Each room is a two-room suite boasting private balconies and picturesque views of the resort, North Myrtle Beach and the Atlantic Ocean.



- Each suite features a separate living room with a sofa bed and a private bedroom. Stay connected with WiFi or catch a movie on one of the two flat-screen TVs. Feel at home with a refrigerator and microwave. If you need to catch up on work, the large table provides a well-lit work space.



- Complimentary cooked-to-order breakfast and breakfast buffet each morning of your stay.
- Complimentary Evening Reception every day - this is a great time to network with peers and vendors.



- Access to [78Fitness](#) and [Spa33](#) with indoor pool and indoor virtual golfing.



- Access to a mile-long stretch of north Myrtle Beach on the Grand Strand right outside the door of the hotel.
- Complimentary local shuttle service.

INDUSTRY LEADER

FOR DRIVING DIRECT BOOKINGS

RESERVATION SOFTWARE | WEBSITE DESIGN | INTERNET MARKETING



ONE TRUSTED PARTNER

ONE TEAM OF PROFESSIONALS

ONE ECOSYSTEM OF PRODUCTS

*Platinum Sponsorship for PAII at the 2020
Innkeeping Conference and Trade Show.*

Booths 41, 42, and 43



www.rezstream.com
(303) 872-0220



ThinkReservations

Property Management Made Simple

The fast, professional, and comprehensive platform for your business

- ✓ Complete Property Management System
- ✓ Direct Connection With Booking.com, Expedia, TripAdvisor, Airbnb, and more!
- ✓ 24/7 World Class Support
- ✓ Personalized Booking Engine
- ✓ Full Report Suite
- ✓ Functional Across All Mobile Devices
- ✓ Easy To Configure Rates
- ✓ Automatic Yield Management
- ✓ Automatic Minimum Night Adjustments
- ✓ Automatic Emails
- ✓ Automatic Task Management

Find out why hundreds of businesses choose us!



Business is better with ThinkReservations

Find out why at ThinkReservations.com

Why Join bnbfinder?



The industry's leading directory by the industry for the industry —
no mandatory real-time reservations, promote direct bookings
and a 100% money-back guarantee!

Direct Bookings | Gift Card Program | Industry Promotion | We Are On Your Side

Phone. 212-480-0414 (Mon-Fri 9am-5pm CT)

For questions on membership: Sales@bnbfinder.com

Has **YOUR**
DIGITAL
MARKETING
program
GONE
off the

RAILS?

Visit us at Booths 2, 3 & 4

*Acorn cares just
as much about
your bottom line
as we do our own!*

ACORN
can get you back on

TRACK!

 **ACORN INTERNET SERVICES, INC.**

877-226-7699 acorn-is.com sales@acorn-is.com

Maximize Revenue and Increase Guest Satisfaction

Coming Summer 2020
Voice Reservations Services
Exclusively for Inns and Bed and Breakfasts



No long-term contract or excessive start-up fees.

Missing a call is expensive

The cost can be measured in two ways; 1) \$200 per reservations call for a typical B&B and 2) risk losing 22% of bookings due to negative TripAdvisor reviews

Improved Communication

Your valued guests deserve more. The ExpressRez™ team answers your calls promptly while providing exceptional customer service, resulting in improved scores on TripAdvisor.

Earn More Revenue

Enjoy healthier earnings and profits from every call you receive thanks to ExpressRez™ patented technology and trained reservations specialists.

Get Started Now!

Please visit www.expressrez.solutions to sign up.
Use promo code PAII to receive two months of service, free.

www.expressrez.solutions | info@expressrez.solutions | 844-872-8356



Pattie Detwiler, Bed & Breakfast Specialist
Free Consultation: Visit Booth 300
 pattie@hospitalitypropertiesforsale.com
 HospitalityPropertiesForSale.com
863.781.2749

- Working with Buyers & Sellers
- Inn Financing & Preapproval
- Retrofitting
- Regulatory, Zoning
- Fire Safety
- Alcohol Licensing
- Marketing Your Inn
- Exit Strategies
- Every day Operations
- State Licensing



DREAMING OF THE FUTURE



- All areas of Consulting**
- Education
 - Future Planning
 - Brokerage



Pattie Detwiler, Consultant Broker
Kathleen Roehm, Administrator

Estimating the future value of a real estate investment can be a useful part of determining your profit potential. You can determine the value of the property and make educated guesses about how much profit this property will generate, whether through property appreciation, income or a combination of both.

You want more direct bookings, but you didn't get into this business to be an online marketing expert.

You need an easier, more effective solution. A partner with a plan. A roadmap to more direct bookings. You need Odysys.



ODYSYS

SMART MARKETING FOR BUSY INNKEEPERS

Effective, Affordable Website Design & Marketing

Talk to us at www.odysys.com

UNLOCK THE BEST IN YOUR BUSINESS.

Make inn ownership, remodel, or expansion a reality.

Whether you're considering ownership, expanding, or purchasing and/or refinancing commercial real estate, Pacific Western Bank's Small Business Lending group can provide minimal cash injection financing with competitive variable and fixed-rate options.

Let's Talk

Donna Haiback

VP, Business Development Officer
 908.696.9611 | dhaiback@pacwest.com



PACWEST.COM

This is not a commitment to lend. All offers of credit are subject to credit approval.



Keep Your Guests Coming Back with our Custom Gifts

Let our studio artists create original artwork of your inn and design a variety of gifts sure to please your guests.

- AmeriScape® Ornaments
- Mugs
- Notecards/Postcards
- Magnets
- Coaster Sets
- And much more...

What can we create for you?

HESTIA™
CREATIONS

13 Hawkes Street • Marblehead, MA
(781) 639-2727 • www.hestiacreations.com
sales@hestiacreations.com

Thousands

Since 1993, this is how many innkeepers and dreamers we have helped with acquiring, selling and planning their bed & breakfasts...

We don't sell the dream.
We help you live it.™

bbteam.com

Throughout the U.S.

we provide **consulting, education and brokerage** with a focus on small, unique lodging properties.

If you want to purchase a bed and breakfast inn, learn about starting a bed and breakfast, or you are an innkeeper looking to sell your inn or grow your business, we're here to help!



Inn Consultants & Brokers since 1993



BAGI

BERKSHIREAMENITIES

GROUP, INC.

Hospitality & Spa Sales – Call Karen at 917 915 9977 www.berkshireamenitiesgroup.com



CBIZ Innkeepers
Insurance Program

www.innkeepers.cbiz.com



ARTISAN BAKING MIXES



SCONE • MUFFIN • BISCUIT • PANCAKE • COOKIES

1-877-749-1943

VICTORIANHOUSESCONES.COM

SELECT REGISTRY™

DISTINGUISHED INNS OF NORTH AMERICA

TRUSTED BY MILLIONS OF TRAVELERS FOR NEARLY 50 YEARS

GROW AND DIFFERENTIATE YOUR BUSINESS IN 2020

- ~ Commission-free Direct Bookings ~
- ~ Digital Guest Loyalty Rewards ~
- ~ Digital, Print & Text Marketing ~
- ~ Legendary Quality Assurance Program ~

And More!

Contact us today to find out about all of the benefits of membership!

828-630-0313 or darlene@selectregistry.com

<https://selectregistry.com/>



Official Tea Provider for the 2020 PAII Innkeeping Conference and Trade Show

Discover the benefits of Twinings® Tea

For more information, please contact
Kaitlyn Baklarz | Kaitlyn.Baklarz@TwiningsUSA.com
973-574-2228

© 2019 Twinings North America, Inc.

Bring Your Best Marshmallow
Recipe to the

S'mores Social

Monday, January 6th at 9:00 PM




Professional Innkeeping
DELIVERS

Your Guests.
Your Recommendations.



Frictionless®
Guest App

Guide your guests to the best local experiences
that you recommend

frictionlessguest.com
888.827.0635

PAII members receive a discount!

HOSPITALITY DIVISION



ANTHONY CARONNA

Hospitality Division

760.779.8834

acaronna@wilson-meade.com

CalBRE# 01995573

Your Coachella Valley Expert



WILSON MEADE
COMMERCIAL REAL ESTATE

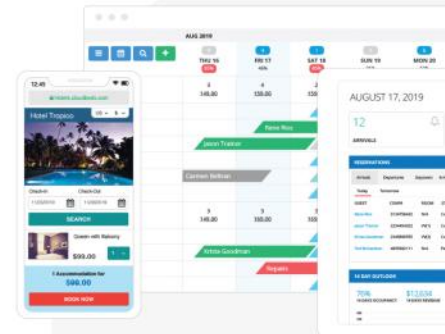


Easy-to-use, Powerful Hospitality Management Software.

Get more reservations & happier guests with the most efficient and easy-to-learn property management software available. Don't pay more than you should.

INCLUDES

- › An intuitive Property Management System
- › A free Channel Manager: **No transaction fee or added commission**
- › A modern, responsive Booking Engine
- › The Cloudbeds Marketplace / App Store
- › Secure and automated Payment Processing



Rated #1 Channel Manager
on HotelTechReport

www.cloudbeds.com

Current List of Registered Vendors

SPONSORS

ThinkReservations

rezStream

bnbFinder

ExpressRez™

Acorn Internet Services, Inc.

The B&B Team

Odysys

Cloudbeds

TMG Virginia Inn Brokers

JCPenney Commercial Hospitality

Select Registry

eviivo

Pacific Western Bank

Kingdom House Media

Frictionless Guest App

Berkshire Amenities Group

Bluewater Promotions

BNBWebsites

B&B Consulting

BrassTech

Casablanca Ventures

CBIZ B&B Insurance

Chadsworth & Haig Robes

Comphy Co.

Crave Mattresses

Deneen Pottery

Get Heads in Beds

Hestia Creations

Hospitality Properties for Sale

Inn Advisors

Inn Financing

InnStyle

Interim Innkeepers Network

Lakepointe Creative Marketing

Majestic International

Q4Launch

ResNexus

Sitronu

so.inn.love

South Point Hospitality

Text Request

Texting Reviews

The Hearthside Group

The Teachings of Buddha

The Turkish Towel Company

Tom Weiskotten Credit Card Processing

Touch Stay

Twinings Teas of London

Unique Angles Photography

Victorian House Scones

Where to Elope

White Stone Marketing

William Roam

Wilson Meade Commercial Real Estate

Register Today for the Best Rates
www.paii.org/2020InnkeepingShow


Professional Innkeeping
DELIVERS

