



Hospitality Partners' Registration Form Vermont Maple Syrup Website

We invite you to renew your listing on the Vermont maple website by filling out this registration form and sending it in with your payment by May 30, 2011. The VT maple syrup website, www.vermontmaple.org, continues to increase in popularity with consumers and the media and received 3,067,063 hits in 2010! This site is a resource for people planning visits to Vermont and your property will be listed on our "Lodging, Dining and Attractions" web pages.

You don't need to register to participate in our annual Vermont Maple Open House Weekend in order to be listed on our website, however, hospitality partners who do participate find it very effective.

Some of the Benefits:

- The 2011-2012 Vermont maple publicity campaign will highlight the sugarmakers and hospitality partners who are on the www.vermontmaple.org website. Recent publicity included articles in "The Boston Globe", "Boston Herald", "WCVB TV" and "WBZ" in Boston, Yankee Magazine", "New York Times", Associated Press, to name just a few.
- This year we will produce a 4" x 9" VT Maple and Ski Guide, which will be distributed to consumers by the VT Department of Tourism, at events and out-of-state locations by the Vermont Ski Areas Association and the Vermont Chamber of Commerce, and all Vermont Welcome Centers. This Guide will promote the www.vermontmaple.org website as the primary maple syrup reference.
- We are also planning an on-line advertising campaign with our partners to further promote the Vermont maple website.
- We will once again promote the Vermont Maple Open House Weekend with an advertising campaign and public relations campaign.

This promotional program is a very economical way to promote your hospitality business nationwide!

Registration Forms and Payment Must be Received by May 30, 2011

If you have questions on this form please call Mary Croft at 802-763-7435 or send e-mail to mcmapple@wildblue.net

Your name _____
 Business name (if different than above) _____
 Mailing Address _____
 City _____ State _____ Zip _____
 Email _____
 Website _____
 Phone _____ Fax _____

Check all categories that apply:

Open all year _____ Bed & Breakfast _____ Inn _____ Restaurant _____
 Retail _____ Attraction _____ Maple by Mail _____

Check only 1 box for the following 2 options:

<input type="checkbox"/>	OPTION #1 Website and VT Maple Open House Weekend	<u>\$150</u>
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<input type="checkbox"/>	OPTION #2 Website without Open House Weekend	<u>\$100</u>
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If registering for Option 1: Describe your Open House Weekend activities and information about your Open House offering or lodging package **(40 words or less)** and be sure to check off which dates you'll be open.

Open on: Saturday (3/24/12) ____ Sunday (3/25/12) ____

Directions to Your Property (30 words or less):

TOTAL DUE \$ _____

Enclose this form and a check payable to Vermont Maple Foundation or pay by credit card (MasterCard or Visa).

Acct# _____ Exp date _____ CIV _____ (last 3 numbers on back of card)

Signature _____

**Vermont Maple Foundation
c/o Mary Croft
491 E. Barnard Road
So.Royalton, VT 05068**

Thank you for partnering with the Vermont maple syrup industry!