

MEMBERS RECEIVE:

- Free listing in Annual Buyers Guide edition of *Florida Restaurant & Lodging Magazine*. Distributed to every hotel and restaurant in Florida—more than 50,000.
- Free listing in the Online Buyers and Benefits Guide. A directory of member product and service suppliers available on the FRLA website www.frla.org—frequented by more than 10,000 visitors a week.
- Opportunity to provide an exclusive FRLA member discount and receive valuable promotion for your offer in *FR&L* magazine, via www.frla.org, through mailings and handouts and in the Online Buyers and Benefits Guide.
- Invitations to well-attended networking opportunities including receptions, events, tournaments, meetings and seminars both locally and statewide.
- Opportunity to exhibit and network in the Largest hospitality show in the Southeast, the Florida Restaurant & Lodging Show, held annually in September at the Orange County Convention Center in Orlando.
Plus receive the exclusive FRLA MEMBER DISCOUNT of \$175 off every 10x10 exhibit space
- Substantial savings on FR&L Magazine advertising
- Savings on job postings through www.frla.org
- Members-only opportunities to sponsor FRLA events, and advertise in FRLA newsletter, website banner advertising, upgraded Buyers Guide listing, online product demonstrations and more!
- Exclusive member discounts through FRLA Big Bucks program
- Opportunity to advertise via a 30 second product demo on FRLA's video website Capitol Dish
- Opportunity to participate in and sponsor local and statewide events including the Wild & Crazy Fishing Tournament, Celebrity Golf Tournament and the FRLA Show Gala.
- Chance to participate in the 5% Challenge offering contributions to support FRLA political efforts through the LIFE Fund—participating companies receive a great deal of promotion for their involvement.

JOIN TODAY! WITH ANY OF THESE QUICK AND EASY OPTIONS

1. **Send an application and check to FRLA, 230 South Adams Street, Tallahassee, FL 32301**
2. **Fax your application with credit card payment to (850) 224-1590**
3. **Contact FRLA Membership Department at (888) 372-9119 with any questions**
4. **Join online at www.frla.org**

TESTIMONIAL

“Infinite Energy and the FRLA have been partners for almost 10 years. In an effort to give our 10,000 Florida customers the best possible rates and service on natural gas, we don't spend millions of dollars on advertising. We spend our hard-earned dollars supporting trade associations. Of the dozens of associations we support, the FRLA is at the top. Carol Dover and Dan Murphy offer relentless support of the vendors and members, they fight for the rights of hoteliers and restaurateurs in Tallahassee, and constantly battle for the greater good of the industry. It's a pleasure working with such an upstanding group of people. Oh, we also get a ton of new business due to the FRLA relationship!” **Brad Gamble, Infinite Energy, Inc.**



FRLA ALLIED MEMBER BENEFITS