

# SPECIAL LAUNCH INCENTIVE

## RECEIVE \$5 PER UNIT

## WHEN YOU ADD HBO®

## TO YOUR PROPERTY

### IN 2011

#### TO RECEIVE YOUR CHECK

- **HBO MUST BE INSTALLED IN THE PROPERTY BEFORE YOU APPLY FOR THIS INCENTIVE.**
- Launch HBO in your property between January 1, 2011–December 31, 2011. Property cannot have had HBO in 2010 (HBO will verify this information).
- A property that has carried HBO and switches to a different distributor is not considered a launch of HBO. Also, it is not considered an HBO launch when a property has carried HBO and changes chain affiliation.
- Send us a copy of your signed 2011, 3-year contract with an authorized HBO distributor.
- Contract needs to be signed and include the property name, address, city, state, zip code, initial term of at least 3 years, and HBO must be specifically mentioned in the contract.
- Complete this form as well as W-9 (required by IRS).

PROPERTY NAME

NUMBER OF UNITS

ADDRESS

CITY/STATE/ZIP

CONTACT NAME

PHONE NUMBER

FED. TAX ID

TAX REPORTING OR LEGAL BUSINESS NAME

BUSINESS STRUCTURE (CIRCLE ONE) CORPORATION PARTNERSHIP LLC LLP SOLE PROPRIETOR

HBO DISTRIBUTOR

FORM CANNOT BE PROCESSED WITHOUT YOUR SIGNATURE AND CONTRACT.

I acknowledge that all information provided to HBO is accurate and factual.

SIGNATURE

DATE

# 2011



IT'S NOT TV. IT'S HBO.®

[www.homeboxoffice.com/lodging](http://www.homeboxoffice.com/lodging)

#### Mail contract, W-9, and this form to:

Home Box Office  
Attention: Caren Schiff  
101 Marietta Street NW Suite 3450  
Atlanta, GA 30303  
(404) 239-6632

Please keep a copy for your files.

#### RESTRICTIONS/INFORMATION

- Monthly contracts will not be accepted.
- HBO reserves the right to determine property eligibility.
- Properties are eligible for only one HBO marketing incentive.
- Reimbursement forms with attachments must be received by HBO no later than December 31, 2011.
- Offer is in effect 1/1/11 through 12/31/11.
- HBO will verify that the above information provided is accurate and factual.
- Allow 6-8 weeks for delivery of check if your paperwork is in order.

Faxes will not be accepted for reimbursement.  
Original signatures must be on file with HBO.