

Home Box Office® is proud to offer  
this special opportunity for  
Choice Hotel Properties...

Receive \$500 when you launch  
**HBO® in 2011!**

CHOICE HOTELS  
INTERNATIONAL



#### 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—and W-9 form (required by IRS)—and send to HBO Contact (see right).

PROPERTY NAME

NUMBER OF ROOMS/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

# 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.