



BAYMONT[®]
INN & SUITES

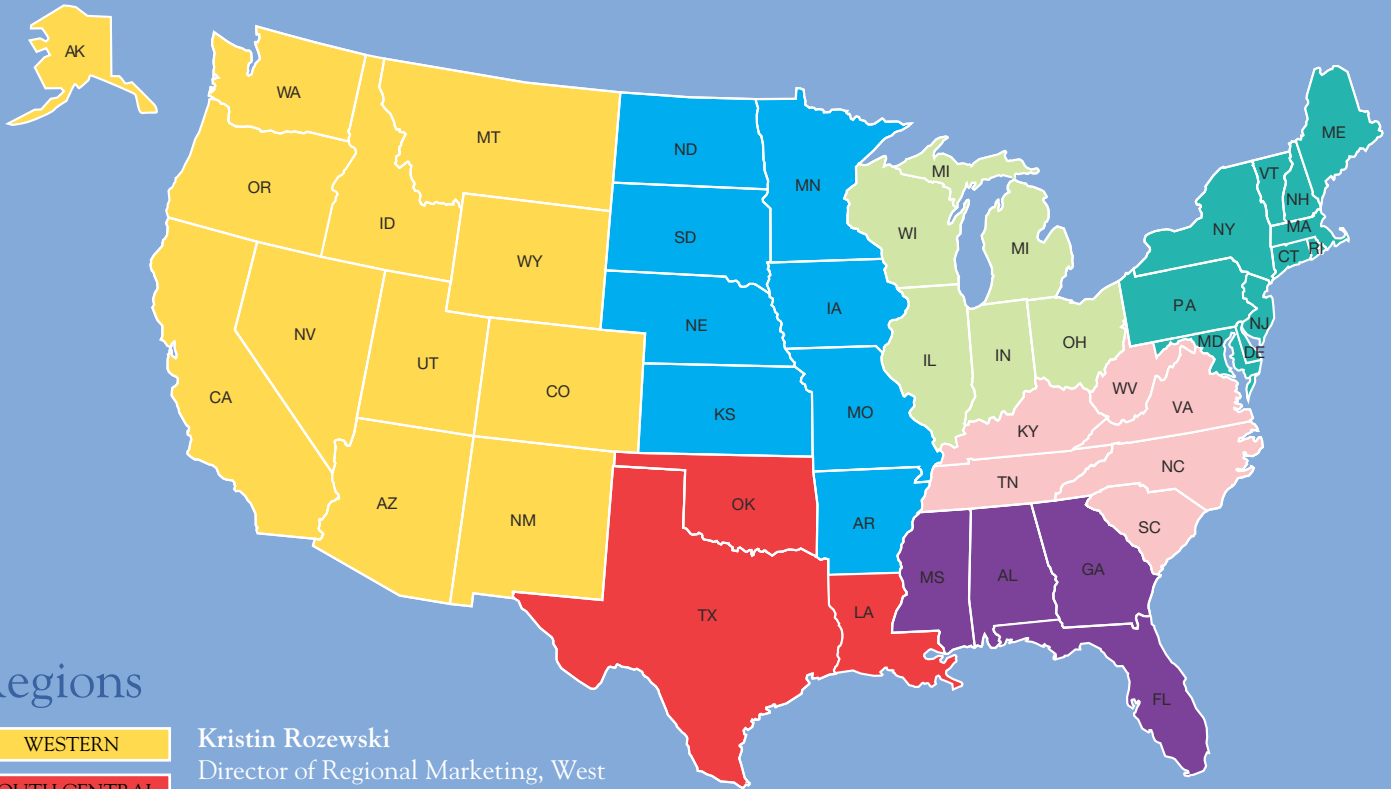


Baymont
Management Association

BAYMA

Regional Co-op Guidelines

BAYMA Regions



Regions

WESTERN

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Regions: Western, South Central, Midwest

SOUTH CENTRAL

MIDWEST

SOUTHEAST

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Regions: Southeast, Mid-Atlantic, Great Lakes, Northeast

MID-ATLANTIC

GREAT LAKES

NORTHEAST

Share Fund Procedures and Guidelines

- Each BAYMA region is overseen by a Director of Regional Marketing (DRM). The DRM will be responsible for planning meetings, developing marketing plans and budgets, negotiating and signing all contracts, managing invoices, as well as executing all programs.
- A recommended marketing plan for each BAYMA region will be presented to the BAYMA membership at the fall meeting. All members are encouraged to provide suggestions and/or recommendations throughout the year to the DRM and recommendations will be researched and presented to BAYMA as possible options. It is our intention to work towards a consensus decision with each unique BAYMA.
- Finalized marketing plans, including a media chart, will be shared with members. It is recommended these marketing plans/programs are communicated to all hotel personnel, especially the front desk staff.
- All share fund projects are approved solely at the discretion of the Baymont marketing department. In order to maintain brand consistency, all regional advertising will complement the national campaign in both copy strategy and creative execution.

As the Baymont Inn & Suites® brand steadily grows, we continue to look for ways to enhance our marketing and operational effectiveness. Therefore, we are introducing the formation of regional marketing cooperative associations beginning in 2009. These co-ops will be known as the Baymont Management Association, or BAYMA. BAYMA will enable you to take advantage of targeted regional marketing opportunities, in addition to participating in regional meetings. These meetings will provide valuable brand updates and information around operations, marketing, standards and training.

Purpose and Benefits

The primary purpose of BAYMA is to create and execute regional market initiatives for the benefit of BAYMA members. Beginning in 2009, Baymont Franchise Systems, Inc. will work in tandem with each Baymont Management Association to develop a unique regional marketing plan that is designed to increase both brand and property awareness, and ultimately, increase business.

The establishment of BAYMA is critical to our commitment to enhance our value proposition to you. From a marketing

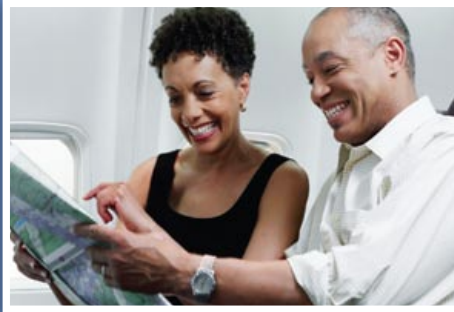
perspective, this regional structure will help extend our national efforts and further support the continuity of a single brand message. You will also benefit from an increase in marketing dollars dedicated to help promote and target specific regions above and beyond our national efforts.

In addition to reviewing regional marketing initiatives, bi-annual BAYMA meetings will be used as a forum for education and training. BAYMA members will also have the benefit of networking with each other and sharing best practices.

The key objectives of BAYMA

- To promote properties on a regional basis via highly strategic and targeted regional marketing initiatives
- To help increase overall brand awareness, occupancy, ADR and RevPAR
- To provide education at each meeting to help owners and operators with key operational issues
- To provide a forum for member hoteliers to network with each other and key personnel from Baymont Corporate, in an effort to gain timely insight into brand-level information





How BAYMA works

Membership and Structure

BAYMA is organized and administered under six geographic regions: Western, Midwest, South Central, Great Lakes, Mid-Atlantic and Southeast. Upon brand expansion into the Northeast, a seventh region will be established. Properties currently in the Northeast will be addressed separately until the region is further developed.

All Baymont properties within each defined geographic area will be members. A Baymont Inn & Suites

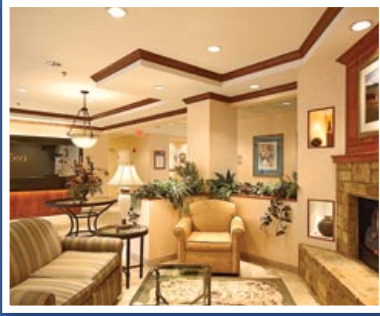
property owner, operator or designated representative of each hotel should attend each meeting. Dues, which are mandatory, will be collected on an annual basis.

Membership shall begin immediately upon entry into the Baymont system and upon commencement of business. Dues will be prorated and payable within 30 days upon entry into the system.

Finances

BAYMA's dues structure is \$1.00 per room, per month, with a yearly cap of \$2,400 per property, billed annually for the upcoming calendar year. For the average 90-room Baymont property, this results in an annual expense of \$1,080. Baymont Franchise Systems, Inc. will then match 100% of the dues collected dollar for dollar, doubling the BAYMA budget. This means that BAYMA members will receive \$2 in value for every \$1 invested.

In order to secure the appropriate media placements for each of the seven BAYMA regions, it is imperative that all budgets are finalized and collections are completed prior to the end of each calendar year. For example, for programs and media executed in 2010, we will need to collect all dues prior to the end of 2009. This annual billing will occur in the month of September. However, for the 2009 inaugural year of BAYMA, we will collect dues in the first quarter of 2009 for programs and media executed in that same year.



As way of example, listed below are preliminary recommendations on how to utilize BAYMA funds

Electronic Marketing: Online advertising is a key, growing medium that is highly recommended for regional advertising. The many online opportunities include paid search, banner ads, search engine optimization, and more. In addition to producing a large number of impressions, online advertising can be tracked for actual production and has proven ROI.

Direct Mail: This tactic is an effective way to reach a highly targeted audience and is typically utilized for reaching the business traveler. This form of advertising can also be tracked through special offers.

Targeted Print: There are many print publications available to reach different audiences for both business and leisure travelers, such as state and visitors bureau guides and AAA publications. Print advertising is

a very effective tool for increasing brand awareness and driving room nights to properties in the region.

Regional Radio: Radio is a very effective tool for regional promotions and can provide strong branding. It is also a medium for targeting your audience through the selection of key stations and time slots.

Strategic Partnerships: Brand exposure can be heightened by aligning with partners that have similar characteristics and customers. These collaborations offer a powerful competitive advantage by allowing you to introduce your product to like-minded audiences while increasing awareness and attracting new customers. Such partnerships can be formed with sports teams and leagues, social or charitable organizations or even venues or area attractions to name a few.

Meetings and Communications

Regional meetings will usually be held each year in the spring and fall. Meeting notices will be sent out prior to the meeting. Members should direct their questions and suggestions pertaining to the co-op through the appropriate director of regional marketing.

Modification and Amendment

Baymont Franchise Systems, Inc. has a right to add, eliminate or realign the regions of BAYMA or to modify the BAYMA program, from time to time, at its discretion.




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