

Texas Hotel & Lodging Association BookDirect™ Lodger Agreement

Instructions

**Please complete your Lodger Agreement and
fax to AJR Media Group at Fax# (713) 942-0277.**

*If you have any questions or need assistance,
contact us at Ph# (713) 942-7676 x 15*

JackRabbit Systems (JACKRABBIT) has partnered with the Texas Hotel & Lodging Association to offer the BookDirect™ lodging accommodation search engine (BOOKDIRECT), which is embedded into high-traffic, local, and regional websites throughout the United States and Canada (BOOKDIRECT NETWORK). The BookDirect system automatically collects rate and availability information from participating lodging inventory systems and displays this information on the host website so consumers can easily browse lodging options in the market. Consumers then click a "Book Now", which redirects them to the accommodation's own website, where they can finalize their reservation. To participate in the program – including special discounted THLA pricing – please complete the sign-up form below.

Terms & Conditions:

1. LODGING agrees to be listed on TexasLodging.com and all other relevant websites in the BOOKDIRECT NETWORK.
2. LODGING agrees to pay JACKRABBIT either (please mark with ‘X’ next to selected pricing model):

 ___ 9 % per reservation generated through BOOKDIRECT (subject to LODGING’s ability to embed the one-line JACKRABBIT reservation tracking script in its reservation engine confirmation page)

 OR:

 ___ \$0.80 pay-per-click fee.
3. ___ If LODGING does not currently have an online reservation system, check here to use JACKRABBIT's FREE online reservation system. The free online reservation system will be part of the 9% reservation fee model above and already includes the reservation tracking code. Setup instructions will be provided via email within five (5) days of receipt of this Agreement.
4. LODGING agrees to be invoiced monthly, based on a monthly accounting of a) the number of clicks directed to LODGING’s website, or b) the total reservation amount generated through BOOKDIRECT (based on LODGING’s ability to embed the JACKRABBIT reservation tracking code in LODGING’s reservation engine confirmation page).
5. LODGING agrees to pay all applicable state and local taxes.
6. Full payment is due within thirty (30) days of invoice date. Late payments will accrue a 1.5% per-month service charge.
7. LODGING’S listings will be removed from the BOOKDIRECT NETWORK for nonpayment after forty-five (45) days.
8. LODGING authorizes JackRabbit to interface with LODGING’s inventory system provider (via indexing or an API, where applicable) in order to display LODGING pricing and availability information and BookDirect reservation links in the BOOKDIRECT NETWORK.
9. LODGING acknowledges that the reservation tracking system will share customer data with TexasLodging.com.
10. The Term of this Agreement shall be for one year, with automatic annual renewals.
11. LODGING may cancel this Agreement at any time with 30 days of written notice.
12. The parties agree that the facsimile copies of this agreement is acceptable and binding.
13. LODGING acknowledges that this agreement may be superseded at any time by a contract with the LODGING's parent organization (i.e. hotel chain), if applicable.
14. These Terms & Conditions may be updated at any time, as published at
www.iackrabbitsystems.com/terms_conditions.shtml.

Listing Information:

Please specify the listing information exactly as you would like it to appear in the results on the search results page.

1. Name of business as you would like it to appear online:

2. Category (check all appropriate):

☐ Hotel ☐ B&B ☐ Motel/Inn ☐ Vacation Rental ☐ Resort/Lodge

3. Amenities (check all appropriate):

☐ Parking ☐ Airport Shuttle ☐ Pets Allowed ☐ Swimming Pool ☐ Fitness Room

☐ Restaurant ☐ Internet

4. Contact phone numbers (if you have a toll free number, include that as well):

5. Address, City, State, Zip:

6. Website URL:

7. Image or images, in jpg format. File should be 72 dpi and dimensions should be 400 pixels x 400 pixels.

8. A 25-40 word description for the listing (not including address, phone number or website):

Account Contact Information:

Please specify the contact information to be used on this account.

Lodging Name _____ Contact _____

Phone Number _____ Toll Free Phone _____

Address _____ City, State, Zip _____

Email _____ Website _____

Lodging Contact _____ Phone _____ Fax _____

Accounts Payable Contact _____ Phone _____ Fax _____

Address _____ City, State, Zip _____

Credit Card# _____ Exp.Date _____

The undersigned is authorized to contract for the above-stated company and agrees to and is familiar with the full Terms & Conditions stated on this Agreement.

For LODGER:

For JACKRABBIT:

Name _____ Name _____

Title _____ Title _____

Signature _____ Signature _____

Date _____ Date _____