

California Hotel & Lodging Association Partners in Las Vegas International Hotel & Restaurant Show  
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The California Hotel & Lodging Association (CH&LA) is formally joining forces with the Nevada Hotel & Lodging Association and the Nevada Restaurant Association in the Las Vegas International Hotel & Restaurant Show (LVIHRS).

CH&LA's participation, as the largest state lodging association in the nation, is expected to greatly expand this show starting in 2006, when the partnership will officially begin.

Over 4,000 industry professionals from the fastest growing region in the nation and 400 exhibitors attend this well-established show, which includes the Epicurean Affair, a spectacular award-winning Las Vegas party including the best in wining and dining from the top chefs and restaurants. The 2006 Las Vegas International Hotel & Restaurant Show will be held on April 13th & 14th at the Mandalay Bay Convention Center.

"We're pleased to be bringing our membership the benefit of a real trade show and are looking forward to our first show together in 2006," stated Jim Abrams, President & CEO of CH&LA. "The western region represents the fastest growing region in our industry and to have the ability to provide this opportunity to expand the reach of our allied members beyond the borders of California and expose property owners and general managers to a regional show is just fantastic."

The California Hotel & Lodging Association (CH&LA) is the largest state lodging industry trade association in the country. Its 1,600 members, which comprise close to 175,000 guest rooms, consist of hotels, motels, bed and breakfast inns, guest ranches, resorts, spas, condominium rentals, timeshares, and vacation home rentals located throughout California. CH&LA's mission is to be the indispensable resource for communicating and protecting the rights and interests of the California lodging industry, for providing educational training and value programs for all segments of the industry, and for supporting strategic alliances to promote the value of California tourism and travel. Sacramento-based CH&LA has been representing California's lodging industry for more than a century. CH&LA is on the web at [www.calodging.com](http://www.calodging.com).

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