



Green Product Directory ~ Information Package for Suppliers ~

Program Overview

The **Green Key Eco-Rating Program** is a graduated rating system designed to recognize hotels, motels, and resorts that are committed to improving their fiscal and environmental performance.

Based on the results of a comprehensive environmental audit, hoteliers are awarded a 1-5 Green Key rating (where 5 is the highest) and given guidance on how to "unlock" opportunities to reduce operating costs and environmental impacts through reduced utility consumption, employee training, and supply chain management.

Benefits to Becoming a Green Product Directory Supplier

- Online listing in Green Product Directory (Green Key website: public access)
- Mailing list* of all Green Key Hotels
- Member discount to exhibit at the Hotel Association of Canada (HAC) Annual Conference & Trade Show (www.hacconference.ca)
- Advertising opportunities in *The Green Scene*, the quarterly e-newsletter for Green Key Members
- Discount off joint Green Product Directory Listing and HAC Allied Membership (www.hotelassociation.ca)
- Recognition as new supplier in an upcoming issue of *The Green Scene*

* Mailing List includes following fields only: Hotel name, contact title, full mailing address, website (if provided), # of rooms, Green Key Rating. Our Privacy Policy prevents us from providing contact names, phone numbers and emails.

Website Traffic (May 1, 2009 – May 1, 2010)

Hits:
2.8 million

Sessions:
134,675

Top 3 Pages:
Home Page (40,584);
Find Green Hotels (34,317);
About (15,988)

Since its initial launch in May 2009, the Supplier Directory has received more than 3,213 hits.



Green Key Program: Directory Listing Application

Contact Information

This is the individual to whom all Green Key correspondence will be addressed

Name: _____ Title: _____

Company: _____

Full Mailing Address: _____
Street Number & Unit # if applicable Street Name City Province/State Postal/Zip Code

Telephone: () _____ Fax: () _____

Email: _____ Website: _____

Affiliations/Certifications: We will include with your listing any valid environmental certification programs your company/product(s) is affiliated with. Include full certification name and website link below. Certification programs must have valid web links or they will not be included. *Ex: Forest Stewardship Council www.fsc.org*

1. _____
2. _____
3. _____
4. _____

Application Checklist

- Please include a description (**maximum: 200 words**) of your company’s products and services. You may attach a typed version to this application form or you can email it to administration@greenkeyglobal.com.
- Complete the attached form titled *Product/Service Categories*. Return it with your application.
- Complete the attached form titled *Payment & Listing Form*. Select a preferred listing option, complete payment information and return with your application.
- Email company logo (and additional image if Enhanced Option selected) to administration@greenkeyglobal.com
Logo: max. 50 pixels high, .gif format **Image (if selected):** 190 pixels wide x 140 pixels high; .gif format

Sample Online Directory Listing (*Enhanced Listing*)



(company logo placement free with listing: linked to website)

Your Company Name *(linked to website)*

City, Province/State

Contact: Joe Smith *(linked to email address)*

Phone: 123-456-7890

Certifications/Affiliations: Green Seal *(linked to www.greenseal.org)*



(image placement available for additional cost)

The **Green Key Eco-Rating Program** is a graduated rating system designed to recognize hotels, motels, and resorts that are committed to improving their fiscal and environmental performance. *(max 200 words)*



Green Key Program: Directory Listing Payment Form

Listing Options

Basic Listing **\$315 (12 months)**

Includes: Online listing with company logo; company name (linked to url); city, state/province; your name (linked to email); phone #; applicable certifications; 200-word description

Additional Benefits: Advertising opportunities in *The Green Scene* (quarterly e-publication for Green Key members); receipt of the *The Green Scene*; mailing list of Green Key hotels; exhibitor discount at HAC conference.

Enhanced Listing **\$367.50 (12 months)**

Includes: All of the above PLUS one (1) color image such as a product photo.

Combined Listing **\$735 (12 months)**

Double your exposure! Combine the targeted power of a Green Directory Listing with the broader reach of an HAC Allied Membership and expand your market potential.

Includes: All the benefits of an Enhanced Green Directory Listing PLUS all the benefits of an HAC Allied Member. Visit www.hotelassociation.ca for Allied Membership benefits.

Payment Information

Please select your preferred Listing Option and complete the payment information.

Basic Listing **\$315.00**

Enhanced Listing **\$367.50**

Combined Listing **\$735.00**

Note: In Canada all payments include GST; GST#: R133807263

Method of Payment

Check (payable to *Hotel Association of Canada*) VISA AMEX MasterCard

Please confirm the amount of your payment (includes GST): \$ _____

Signature: _____ Card Number: _____

Name (print): _____ Card Exp. Date: _____ Current Date: _____

Membership is valid for a 12 month period. At the end of that period a renewal invoice will be issued.
Payment must be included with this application either by check or credit card.

By completing and submitting this form to Green Key Global c/o the Hotel Association of Canada (HAC), you indicate consent for the HAC to collect your payment information in order to process membership fees; to collect your contact information for the purpose of maintaining contact with you; and to send you information related to HAC activities, products and services.



Green Directory Product/Service Categories

The Green Product Directory will be located on the public part of the Green Key Eco-Rating Program website: www.greenkeyglobal.com.

Hotels will be able to search for companies using the following list of product/service categories. When a category is selected, applicable companies will appear alphabetically by company name.

In an effort to keep the directory as user-friendly as possible category headings are generic and designed to encompass a variety of possible sub-categories.

Please select the categories that best reflect the products and/or services offered by your company/organization. You may choose up to five (5). If you are not certain which category best suits your products/services please contact us and we'll be happy to assist.

- Air Technologies
- Alternative Energies
- Amenities
- Appliances, Electronics & Lighting
- Biodegradable
- Building Supplies
- Cleaning Products
- Consulting/Audits
- Carbon Credits
- Décor/Furniture
- Energy Management
- Environmental Organizations
- Financial Assistance
- Food & Beverage
- Landscape/Green Roof Technologies
- Linens - Apparel, Bedding, Bath, Restaurant
- Paper & Printing
- Pest Control
- Publications
- Recreation & Leisure
- Recycling/Composting
- Rewards Programs/Promo Items
- Transportation
- Waste Management
- Water Management

Please return this completed checklist along with:

Listing Application Form Payment Form Company Description Logo/Image