



Staying at the Conference Hotel

The 2014 KWLA Conference will be held in Lexington, KY, September 18- 20, 2014. The conference hotel is the Hilton Lexington Downtown.

Why should I book directly and stay at the conference hotel?

The hotel rates that KWLA has negotiated include many benefits for you and for you and for KWLA. Based on the number of rooms in the block of rooms, the hotel provides complimentary meeting room space, exhibit space, staff accommodations, and reduced food and beverage charges—savings that are passed on to attendees through KWLA's registration rates. If the Kentucky World Language Association Conference is unable to meet its room-block commitment because attendees are making reservations at other hotels or via discount websites, the hotel charges KWLA an attrition fee to make up the hotel's lost revenue. If this became a trend, KWLA would be forced to increase the registration fee to accommodate this situation and cut services. Therefore, booking directly with the hotel assists us in keeping the conference costs at the most reasonable rates possible.

Is it important for me to let the reservations agent know that I'm associated with the KWLA Conference?

Yes. It is only by registrants telling the hotel they are attending the Kentucky World Language Associate Conference that KWLA receives credit for the individual. Please ensure that whoever is making your reservation tells the agent that you are attending the KWLA Conference.

What other benefits are there to reserving a room at a KWLA hotel?

KWLA makes arrangements for the conference at a hotel that is a self-contained conference facility. By staying at the conference hotel, you don't worry about bad weather or forgetting something in your room. Once you factor in such considerations, you may find that the great rate you found at another hotel isn't all that great or convenient. Plus, we've planned a variety of networking and social events to make your conference experience even better!

**The KWLA membership appreciates the support
of your registration at the KWLA Conference hotel!**