

 PHOTOGRAPHY
STEVE HOGBEN

1715 LEBANON RD. LAWRENCEVILLE GA. 30043

PHONE 404 266-2894 FAX 770-513-4809

Image Usage Rights

I, Steve Hogben, hereby certify and confirm that I own all right, title and interest, including all rights of copyright, in and to images I've photographed on behalf of and for The Apple Companies. As owner of the images, I grant to Apple Seven, Inc., its subsidiaries, hotels, managers, and its franchisors the right to display and use these photographs without restriction to the purpose, quantity, method or place of display and use, and without need or request for additional compensation to me or further notice or permission from me. This authorization is granted for an unlimited length of time and does not expire.

Signed: Steve J. Hogben
Steve Hogben, Photographer
December 12, 1006



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Signed: Steve J. Hogben
Steve Hogben, Photographer
December 12, 1006

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Exterior Day.jpg	Exp. Date:	Unlimited
2. File Name	Exterior Night.jpg	Exp. Date:	Unlimited
4. File Name	Front Desk.jpg	Exp. Date:	Unlimited
5. File Name	Lobby Seating.jpg	Exp. Date:	Unlimited
6. File Name	Lobby Social Area.jpg	Exp. Date:	Unlimited
7. File Name	The Market.jpg	Exp. Date:	Unlimited
8. File Name	Indoor Pool.jpg	Exp. Date:	Unlimited
9. File Name	Breakfast Dining Area.jpg	Exp. Date:	Unlimited
10. File Name	Continental Breakfast.jpg	Exp. Date:	Unlimited
11. File Name	Business Center.jpg	Exp. Date:	Unlimited
12. File Name	Meeting Room.jpg	Exp. Date:	Unlimited
13. File Name	Sun Deck.jpg	Exp. Date:	Unlimited
14. File Name	Exercise Room.jpg	Exp. Date:	Unlimited
15. File Name	King Suite.jpg	Exp. Date:	Unlimited
16. File Name	Two Queens.jpg	Exp. Date:	Unlimited
17. File Name	Suite Living Area.jpg	Exp. Date:	Unlimited

Signature: Susan Kirkland Date: 7-8-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials☐

- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR

☒ sk

- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR

☐

- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the

Marriott International - Confidential

Marriott.com Hotel Web Sites Photography Submission Form Still & 360° Images

Complete instructions can be found on the [eCommerce Toolkit](#)
accessible on the Marriott Global Source.

1. Complete and review and all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

PART 1: Hotel Information

Property/Hotel Name:
MARSHA code:
Hotel Contact (employee name):
Phone:
E-mail address:

Franchised Hotels

Name of Franchise Company:

Hotel Business

Percent of Leisure/Group Business:

Check Appropriate Box:

☐

There are currently no property-specific images on my Hotel Web Site.

☒

I am adding or replacing property-specific images to my Hotel Web Site.
List any existing images you would like **removed** from the site (as listed in photo tour):

1. Image Name		7. Image Name		13. Image Name	
2. Image Name		8. Image Name		14. Image Name	
3. Image Name		9. Image Name		15. Image Name	
4. Image Name		10. Image Name		16. Image Name	
5. Image Name		11. Image Name		17. Image Name	
6. Image Name		12. Image Name		18. Image Name	

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Each submitted image requires the following information **Sample:**

Image Caption: King Guest Room (this should clearly describe the image)
Marketing Caption: Our spacious guest rooms feature a well-lit work desk and high-speed Internet access.
File Name: KGR_01.jpg
ALT Tag:* New York Hotel Rooms (maximum of 5 words)
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)
ROOM POOL CODE(S):* GENR

**Optional. If left blank, the ALT Tag will be the same as the "Image Caption." ALT Tag suggestions can be found [here](#)*

**Required for photos that will appear in the "Guest Room Sample" section of the photo tour. Information regarding your Room Pool Codes can be found [here](#)*

1. Image Caption: 4th Street Live
Marketing Caption: This \$70 million entertainment complex offers bars, restaurants, and clubs, including Hard Rock Café. Photo courtesy of Greater Louisville CVB
ALT Tag:*
File Name: 4th Street Live.jpg
Photographer's Name: Louisville CVB
Expiration Date: Unlimited
ROOM POOL CODE(S):*
2. Image Caption: Belle of Louisville
Marketing Caption: Take an Ohio River cruise on a National Historic Landmark; the Belle of Louisville is one of the last authentic sternwheelers in the country. Photo courtesy of Greater Louisville CVB
ALT Tag:* Belle of Louisville
File Name: Belle of Louisville.jpg
Photographer's Name: Louisville CVB
Expiration Date: Unlimited
ROOM POOL CODE(S):*
3. Image Caption: Churchill Downs
Marketing Caption: Churchill Downs is the most famous racetrack in America and the home of the pinnacle of horse racing success, The Kentucky Derby.
ALT Tag:* Churchill Downs
File Name: Churchill Downs.jpg
Photographer's Name: Louisville CVB
Expiration Date: Unlimited
ROOM POOL CODE(S):*
4. Image Caption: Frazier Historical Arms Museum
Marketing Caption: History comes alive at the internationally-acclaimed Frazier Historical Arms Museum as it portrays the history, artistry and technological significance of weaponry and armor in the context of events that have shaped our country. Photo courtesy of Greater Louisville CVB
ALT Tag:* Frazier Historical Arms Museum
File Name: Frazier Historical Arms Museum.jpg
Photographer's Name: Louisville CVB

Expiration Date:

ROOM POOL CODE(S):*

5. Image Caption:

Marketing Caption:

ALT Tag:*

File Name:

Photographer's Name:

Expiration Date:

ROOM POOL CODE(S):*

6. Image Caption:

Marketing Caption:

ALT Tag:*

File Name:

Photographer's Name:

Expiration Date:

ROOM POOL CODE(S):*

7. Image Caption:

Marketing Caption:

ALT Tag:*

File Name:

Photographer's Name:

Expiration Date:

ROOM POOL CODE(S):*

8. Image Caption:

Marketing Caption:

ALT Tag:*

File Name:

Photographer's Name:

Expiration Date:

ROOM POOL CODE(S):*

9. Image Caption:

Marketing Caption:

ALT Tag:*

File Name:

Photographer's Name:

Expiration Date: Unlimited
ROOM POOL CODE(S):*

10 Image Caption: Louisville Slugger Field
Marketing Caption: In the "e-Main" Street district you will find Louisville Slugger Field, home of the Louisville Bats
baseball team. The Bats are the 2001 International League Champions and AAA affiliate of the Cincinnati Reds. Photo courtesy of
Greater Louisville CVB
ALT Tag:* Louisville Slugger Field
File Name: Louisville Slugger Field.jpg
Photographer's Name: Louisville CVB
Expiration Date: Unlimited
ROOM POOL CODE(S):*

Copy and paste captions if submitting more than 11 images

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A (may be completed and signed by a hotel representative):

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B (must be completed and signed by the owner of the image):

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.
 - You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Please note that **PART 3B** must be signed by the photographer or agency representative

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	4 th Street Live.jpg	Exp. Date:	Unlimited
2. File Name	Belle of Louisville.jpg	Exp. Date:	Unlimited
3. File Name	Churchill Downs.jpg	Exp. Date:	Unlimited
4. File Name	Frazier Historical Arms Museum.jpg	Exp. Date:	Unlimited
5. File Name	Kentucky Center.jpg	Exp. Date:	Unlimited
6. File Name	KY Derby 4.jpg	Exp. Date:	Unlimited
7. File Name	Light Up Louisville.jpg	Exp. Date:	Unlimited
8. File Name	Louisville in Autumn.jpg	Exp. Date:	Unlimited
9. File Name	Louisville Skyline.jpg	Exp. Date:	Unlimited
10. File Name	Louisville Slugger Field.jpg	Exp. Date:	Unlimited

Signature: _____ Date: 1-5-10
(Do not type signature)

Print Name: April Taylor Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



at

- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: _____

(Must be completed by the owner of the image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, _____, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the Image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes / No

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name		Exp. Date:	
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B.** If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by _____ (company name) because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: _____ **Date:** _____
(Do not type signature)

Print Name: _____ Position & Company: _____

Part 4: CHECKLIST!

Check to make sure you are providing all necessary information before you submit your hotel photography. *If any of the items are missing you will not advance into production.*

- ☐ All photography meets the standards and requirements as described in the [Marriott Global Source](#)
- ☐ The files sizes for still photos are at least 600 x 500 pixels at 72 dpi
- ☐ The files for 360 images have been saved as equirectangular jpegs, at least 350K but no larger than 400K
- ☐ Signed photographer's usage rights have been submitted for all photos
- ☐ Model releases have been provided for all images including people
- ☐ PART 2 of the submission form has been completed with image and marketing captions, as well as photographer's name and expiration date
- ☐ Save the Marriott.com Photography Request Form with your Marsha code in the title. Example: PhotographySubmissionForm_XXXXX
- ☐ When emailing your submission, please begin the subject line with your MARSHA code (ex: XXXXX Photo Submission)

Hotel submissions are released into production every Friday. To be included, your complete submission must be received by Thursday. The production time is five to ten business days.

International Marriott Hotel Web Sites

After photos have been posted on Marriott.com, they will also appear on the following Marriott International sites:

United Kingdom: marriott.co.uk

Australia: marriott.com.au

Germany: marriott.de (translated photo tour Image Captions and ALT Tags, and Metadata)

Latin America: latinoamerica.marriott.com (translated photo tour Image Captions and ALT Tags, and Metadata)

China: marriott.com.cn (translated photo tour Image Captions and ALT Tags, and translated Metadata)

GDS & eChannel Sites

After photos have been posted on the Marriott.com they will be updated on Marriott eChannel and GDS sites (if the usage rights include 3rd-party rights). This will take an additional 3 to 4 weeks, depending on the site.

How to Use this "Visions of Louisville" Photography Database

Each folder contains several hi-res photos of Louisville attractions, which you may use in your advertising, promotional materials, souvenir programs, and other materials promoting your convention/meeting/event in Louisville. When possible, please credit photos as "Courtesy of Greater Louisville Convention & Visitors Bureau," or "courtesy of www.gotolouisville.com" unless otherwise noted in the file name.

Photography credits:

Credit photos as "Courtesy of" Greater Louisville Convention & Visitors Bureau or www.gotolouisville.com, unless otherwise noted in the file name.

For your convenience we've provided some suggested picture captions:

The **4th Street Live!** entertainment district is within just a few blocks of the Kentucky International Convention Center and many downtown hotels. The \$70 million entertainment complex offers bars, restaurants and clubs, including Hard Rock Café, TGI Friday's, Rascal's Comedy Club, Saddle Ridge, Red Cheetah, Lucky Strikes Bowling Lanes, and Maker's Mark Bourbon House and Lounge.

The 1837 building at 316 W Main is home to Tony award-winning **Actors Theatre of Louisville** and the internationally recognized Humana Festival of New American Plays. Actors' season runs September to May. Perennial favorites include *Dracula*, *A Tuna Christmas* and *A Christmas Carol*.

Take an Ohio River cruise on a National Historic Landmark; the **Belle of Louisville** is one of the last authentic sternwheelers in the country.

Churchill Downs is the most famous racetrack in America and the home of the pinnacle of horse racing success, The Kentucky Derby.

Skateboard enthusiasts need to oil their ball bearings and head for the **Louisville Extreme Park**, just south of Witherspoon St. at Clay. The 40,000-square-foot concrete, outdoor course features pipes, bowls, ramps and rails that test even professional boarders. (Helmets are required.)

History comes alive at the internationally-acclaimed **Frazier Historical Arms Museum** as it portrays the history, artistry and technological significance of weaponry and armor in the context of events that have shaped our country.

Explore **Glassworks**, featuring hot glass, flame-working and cold glass studios, where artists create their delicate crafts.

The Kentucky Center is the performing home for the Louisville Orchestra, Louisville Ballet, Kentucky Opera and Stage One: The Louisville Children's Theatre as well as the city's largest venue for traveling Broadway shows. The building houses an impressive collection of modern sculpture, too.

The **Kentucky Derby Museum**, next to Churchill Downs, captures the thrill and traditions of the Kentucky Derby every day in an exciting 360-degree high-definition multimedia show. The museum has exhibits, memorabilia and art to delight all ages. There's a fine gift shop and a café overlooking a paddock with a resident horse.

Light Up Louisville is an annual tradition in downtown Louisville on the Friday after Thanksgiving.

The **Louisville Science Center** features a four-story IMAX® Theatre. Experience nearly 40,000 square feet of hands-on science exhibits about space exploration, river habitats and the human body.

In the "e-Main" Street district you'll find **Louisville Slugger Field**, home of the Louisville Bats baseball team. The Bats are the 2001 International League Champions and AAA affiliate of the Cincinnati Reds.

You'll know when you've found the **Louisville Slugger Museum** when you see the world's largest baseball bat, standing 120 feet tall and weighing 68,000 pounds, just outside the entrance. Exhibits at the interactive museum honoring baseball's greatest hitters include a walk through an underground locker room into a full-size dugout and a virtual home plate where you can try your skill against a fastball. There's a large collection of custom-made Sluggers signed by the stars who used them, including Ruth, Mantle, Mays and DiMaggio. After a walk through a replica Northern White Ash forest, take a guided tour of the plant to see how wood bats are turned for today's major league players.

The **Louisville Zoo** is situated on 73 rolling acres and home to 1,300 exotic animals living in botanical settings, which replicate their native habitats. Other outstanding adventures include the Gorilla Forest Exhibit, African Panorama, the Islands exhibits and daily animal training demonstrations. Human comforts include a playground, African petting zoo, indoor and outdoor cafés, plus the antique Conservation Carousel, tram and miniature train rides.

Louisville is the birthplace of Muhammad Ali, one of the many reasons he chose to locate the \$41 million

Muhammad Ali Center, honoring his life, here. The 24,000 square-foot facility, which opened November 19, 2005, houses exhibit space, classrooms, theatres, a library and function space. It is a place that redeems and esteems the core values behind Ali himself - peace, social responsibility, respect and personal growth. The Center not only explores Ali's life and what makes him such an enduring hero, it also touches visitor's lives and inspires them to emulate his discipline, perseverance and willingness to stand up for one's beliefs.

Shopping possibilities in Greater Louisville are as limitless as your imagination. For the shopping enthusiast there are several major shopping malls featuring nationally recognized retailers such as Dillard's, Chico's, Williams-Sonoma, Old Navy and Gap.

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

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For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	4 th Street Live.jpg	Exp. Date:	Unlimited
2. File Name	Belle of Louisville.jpg	Exp. Date:	Unlimited
3. File Name	Churchill Downs.jpg	Exp. Date:	Unlimited
4. File Name	Frazier Historical Arms Museum.jpg	Exp. Date:	Unlimited
5. File Name	Kentucky Center.jpg	Exp. Date:	Unlimited
6. File Name	KY Derby 4.jpg	Exp. Date:	Unlimited
7. File Name	Light Up Louisville.jpg	Exp. Date:	Unlimited
8. File Name	Louisville in Autumn.jpg	Exp. Date:	Unlimited
9. File Name	Louisville Skyline.jpg	Exp. Date:	Unlimited
10. File Name	Louisville Slugger Field.jpg	Exp. Date:	Unlimited

Signature: April Taylor Date: 1-5-10
(Do not type signature)

Print Name: April Taylor Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials

☐

- A. The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR

☐ at

- B. The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR

☐

- C. The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: _____

(Must be completed by the owner of the image with the Expiration Date Information)

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09-40

Marriott.com Hotel Web Sites Photography Submission Form Still & 360° Images

Complete instructions can be found on the **eCommerce Toolkit**
accessible on the Marriott Global Source.

1. Complete and review all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

PART 1: Hotel Information

Property/Hotel Name: Fairfield Inn & Suites Louisville East
MARSHA code: SDFLB
Hotel Contact (employee name): Adrienne Griffin
Phone: 502-240-6171
E-mail address: ffilouisville@lbaproperties.com

Franchised Hotels

Name of Franchise Company: Mahavir Enterprises, LLC

Hotel Business

Percent of Leisure/Group Business: 50/50

Check Appropriate Box:

- ☐ There are currently no property-specific images on my Hotel Web Site.
- ☒ I am adding or replacing property-specific images to my Hotel Web Site.
List any existing images you would like **removed** from the site (as listed in photo tour):

1. Image Name	King Guest Room (sdflb_phototour01)	7. Image Name	13. Image Name
2. Image Name		8. Image Name	14. Image Name
3. Image Name		9. Image Name	15. Image Name
4. Image Name		10. Image Name	16. Image Name
5. Image Name		11. Image Name	17. Image Name
6. Image Name		12. Image Name	18. Image Name

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Each submitted image requires the following information Sample:

Image Caption: King Guest Room (this should clearly describe the image)
Marketing Caption: Our spacious guest rooms feature a well-lit work desk and high-speed Internet access.
File Name: KGR_01.jpg
ALT Tag:* New York Hotel Rooms (maximum of 5 words)
Photographer's Name: John Smith (Associate-If photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)
ROOM POOL CODE(S):* GENR

**Optional. If left blank, the ALT Tag will be the same as the "Image Caption." ALT Tag suggestions can be found [here](#)*

**Required for photos that will appear in the "Guest Room Sample" section of the photo tour. Information regarding your Room Pool Codes can be found [here](#)*

1. Image Caption: Breakfast Area
Marketing Caption: A fresh assortment of breakfast foods are available each morning!
ALT Tag:* Fairfield Inn & Suites Louisville Breakfast
File Name: Breakfast Area 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*
2. Image Caption: Indoor Pool
Marketing Caption: Our indoor pool is perfect for an invigorating swim to start the day or wind up the evening!
ALT Tag:* Fairfield Inn & Suites Louisville Pool
File Name: Indoor Pool 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*
3. Image Caption: King Guest Room
Marketing Caption: Enjoy your stay in our comfortable king guest room – your invitation to relax!
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: King Guest Room 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* KING
4. Image Caption: Lobby
Marketing Caption: You will receive a warm welcome as soon as you come in the door. Enjoy our seating area as you wait or relax in our large, open lobby!
ALT Tag:* Fairfield Inn & Suites Louisville Lobby
File Name: Lobby 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*
5. Image Caption: Queen/Queen Guest Room
Marketing Caption: Our cozy guest room will keep you coming back again and again!

ALT Tag: * Fairfield Inn & Suites Louisville Guestrooms
File Name: Queen-Queen Guestroom 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S): * QNQN

6. Image Caption: Queen/Queen Studio Suite
Marketing Caption: Take advantage of the comfortable surroundings of a roomy studio suite. Our custom bedding, thicker mattresses and fluffy pillows will make for a most comfortable stay!
ALT Tag: * Fairfield Inn & Suites Louisville Guestrooms
File Name: Queen-Queen Studio Suite 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S): * EXQS

Copy and paste captions if submitting more than 11 images

Part 3: Image Usage Rights

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For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A **(may be completed and signed by a hotel representative):**

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B **(must be completed and signed by the owner of the image):**

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.
 - You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Part 3A: Image Usage Rights Held by Hotel**Marsha Code: SDFLE**(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Breakfast Area 360.jpg	Exp. Date:	Unlimited
2. File Name	Indoor Pool 360.jpg	Exp. Date:	Unlimited
3. File Name	King Guest Room 360.jpg	Exp. Date:	Unlimited
4. File Name	Lobby 360.jpg	Exp. Date:	Unlimited
5. File Name	Queen-Queen Guest Room 360.jpg	Exp. Date:	Unlimited
6. File Name	Queen-Queen Studio Suite 360.jpg	Exp. Date:	Unlimited

Signature: _____ **Date:** 9-25-09
(Do not type signature)

Print Name: Susan Kirkland **Position & Company:** Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials

- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

PHOTOGRAPHY
STEVE HOGBEN

1715 LEBANON RD. LAWRENCEVILLE GA. 30043

PHONE 404 266-2894 FAX 770-513-4809

Image Usage Rights

I, Steve Hogben, hereby certify and confirm that I own all right, title and interest, including all rights of copyright, in and to images I've photographed on behalf of and for The Apple Companies. As owner of the images, I grant to Apple Seven, Inc., its subsidiaries, hotels, managers, and its franchisors the right to display and use these photographs without restriction to the purpose, quantity, method or place of display and use, and without need or request for additional compensation to me or further notice or permission from me. This authorization is granted for an unlimited length of time and does not expire.

Signed: Steve J. Hogben
Steve Hogben, Photographer
December 12, 1006

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the Image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Breakfast Area 360.jpg	Exp. Date	Unlimited
2. File Name	Indoor Pool 360.jpg	Exp. Date	Unlimited
3. File Name	King Guest Room 360.jpg	Exp. Date	Unlimited
4. File Name	Lobby 360.jpg	Exp. Date	Unlimited
5. File Name	Queen-Queen Guest Room 360.jpg	Exp. Date	Unlimited
6. File Name	Queen-Queen Studio Suite 360.jpg	Exp. Date	Unlimited

Signature: Susan Kirkland Date: 9-25-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials☐

- A. The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR

☒ sk

- B. The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR

☐

- C. The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the Image on the Internet.
A copy of the written license must be submitted together with the Image(s).

09-28

Marriott.com Hotel Web Sites Photography Submission Form Still & 360° Images

Complete instructions can be found on the **eCommerce Toolkit**
accessible on the Marriott Global Source.

1. Complete and review and all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

PART 1: Hotel Information

Property/Hotel Name: Fairfield Inn & Suites Louisville East
 MARSHA code: SDFLE
 Hotel Contact (employee name): Adrienne Griffin
 Phone: 502-240-6171
 E-mail address: ffilouisville@lbaproperties.com

Franchised Hotels

Name of Franchise Company: Mahavir Enterprises, LLC

Hotel Business

Percent of Leisure/Group Business: 50/50

Check Appropriate Box:

- ☐ There are currently no property-specific images on my Hotel Web Site.
- ☒ I am adding or replacing property-specific images to my Hotel Web Site.
 List any existing images you would like **removed** from the site (as listed in photo tour):

1. Image Name	7. Image Name	13. Image Name
2. Image Name	8. Image Name	14. Image Name
3. Image Name	9. Image Name	15. Image Name
4. Image Name	10. Image Name	16. Image Name
5. Image Name	11. Image Name	17. Image Name
6. Image Name	12. Image Name	18. Image Name

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Each submitted image requires the following information Sample:

Image Caption: King Guest Room (this should clearly describe the image)
Marketing Caption: Our spacious guest rooms feature a well-lit work desk and high-speed Internet access.
File Name: KGR_01.jpg
ALT Tag: * New York Hotel Rooms (maximum of 5 words)
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)
ROOM POOL CODE(S): * GENR

**Optional. If left blank, the ALT Tag will be the same as the "Image Caption." ALT Tag suggestions can be found [here](#)*

****Required** for photos that will appear in the "Guest Room Sample" section of the photo tour. Information regarding your Room Pool Codes can be found [here](#)*

1. Image Caption: Exterior
Marketing Caption: Welcome to our brand new hotel with great area location!
ALT Tag: * Fairfield Inn & Suites Louisville Exterior
File Name: Exterior Day.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S): *
2. Image Caption: Exterior
Marketing Caption: Welcome to the beautiful Fairfield Inn & Suites Louisville East! Outstanding shopping and delicious dining are within minutes from our hotel!
ALT Tag: * Fairfield Inn & Suites Louisville Exterior
File Name: Exterior Night.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S): *
3. Image Caption: Front Desk
Marketing Caption: A relaxing atmosphere amidst comfortable décor makes our lobby a great place to be!
ALT Tag: * Fairfield Inn & Suites Front Desk
File Name: Front Desk.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S): *
4. Image Caption: Lobby Seating
Marketing Caption: Enjoy one of our great chairs as you wait or relax in our large, open lobby!
ALT Tag: * Fairfield Inn & Suites Louisville Lobby
File Name: Lobby Seating.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S): *
5. Image Caption: Lobby Social Area
Marketing Caption: Comfortable surroundings are waiting for you at the Fairfield Inn & Suites Louisville East!

- ALT Tag:* Fairfield Inn & Suites Louisville Lobby
 File Name: Lobby Social Area.jpg
 Photographer's Name: Steve Hogben
 Expiration Date: Unlimited
 ROOM POOL CODE(S):*
6. Image Caption: The Market
 Marketing Caption: Conveniently located in our lobby, The Market provides an assortment of snacks and beverages 24 hours a day.
 ALT Tag:* Market Fairfield Inn & Suites Louisville
 File Name: The Market.jpg
 Photographer's Name: Steve Hogben
 Expiration Date: Unlimited
 ROOM POOL CODE(S):*
7. Image Caption: Indoor Pool
 Marketing Caption: Our sparkling indoor pool is ideal for hanging out with friends and family.
 ALT Tag:* Louisville Hotel with Indoor Pool
 File Name: Indoor Pool.jpg
 Photographer's Name: Steve Hogben
 Expiration Date: Unlimited
 ROOM POOL CODE(S):*
8. Image Caption: Breakfast Dining Area
 Marketing Caption: Enjoy your complimentary breakfast in our fantastic dining area!
 ALT Tag:* Complimentary Breakfast Louisville Hotel
 File Name: Breakfast Dining Area.jpg
 Photographer's Name: Steve Hogben
 Expiration Date: Unlimited
 ROOM POOL CODE(S):*
9. Image Caption: Complimentary Breakfast
 Marketing Caption: Bagels, breads, muffins, fresh fruit and more await you each morning at the Fairfield Inn & Suites Louisville East!
 ALT Tag:* Complimentary Breakfast Louisville Hotel
 File Name: Continental Breakfast.jpg
 Photographer's Name: Steve Hogben
 Expiration Date: Unlimited
 ROOM POOL CODE(S):*
10. Image Caption: Business Center
 Marketing Caption: Our Business Center features a desktop computer with complimentary high-speed Internet access. Overnight delivery is available at the nearby front desk.
 ALT Tag:* Business Center Fairfield Inn & Suites
 File Name: Business Center.jpg
 Photographer's Name: Steve Hogben

- Expiration Date: Unlimited
ROOM POOL CODE(S):*
11. Image Caption: Meeting Room
Marketing Caption: Our large, versatile meeting room accommodates groups of various sizes – great for every type of gathering!
ALT Tag:* Large Business Meeting Room Louisville
File Name: Meeting Room.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*
12. Image Caption: Sun Deck
Marketing Caption: Our sun deck is so inviting! Soak up some sun!
ALT Tag:* Fairfield Inn & Suites Sun Deck
File Name: Sun Deck.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*
13. Image Caption: Exercise Room
Marketing Caption: Never miss a workout when you are on the road! Our state-of-the-art exercise equipment allows the best workouts possible!
ALT Tag:* Fairfield Inn & Suites Fitness Center
File Name: Exercise Room.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*
14. Image Caption: King Guest Room
Marketing Caption: Take advantage of the comfortable surroundings of a roomy guest room. Our custom bedding, thicker mattresses and fluffy pillows will make for a most comfortable stay!
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: King Suite.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* KING
15. Image Caption: Queen/Queen Guest Room
Marketing Caption: Our guest rooms feature the comfort of Marriott luxury bedding, a cozy sitting area, in-room coffee and tea, iron, ironing board, and hairdryer.
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: Two Queens.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* QNQN

16. Image Caption:	<u>Suite Living Space</u>
Marketing Caption:	<u>Cozy up and watch your favorite show! It's easy to enjoy the peaceful surroundings after a busy day.</u>
ALT Tag:*	<u>Fairfield Inn & Suites Louisville Guestrooms</u>
File Name:	<u>Suite Living Area.jpg</u>
Photographer's Name:	<u>Steve Hogben</u>
Expiration Date:	<u>Unlimited</u>
ROOM POOL CODE(S):*	<u>SPAK, KSTE, QNQN, KING</u>

Copy and paste captions if submitting more than 11 images

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A (may be completed and signed by a hotel representative):

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B (must be completed and signed by the owner of the image):

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.
 - You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Please note that **PART 3B** must be signed by the photographer or agency representative

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Exterior Day.jpg	Exp. Date:	Unlimited
2. File Name	Exterior Night.jpg	Exp. Date:	Unlimited
4. File Name	Front Desk.jpg	Exp. Date:	Unlimited
5. File Name	Lobby Seating.jpg	Exp. Date:	Unlimited
6. File Name	Lobby Social Area.jpg	Exp. Date:	Unlimited
7. File Name	The Market.jpg	Exp. Date:	Unlimited
8. File Name	Indoor Pool.jpg	Exp. Date:	Unlimited
9. File Name	Breakfast Dining Area.jpg	Exp. Date:	Unlimited
10. File Name	Continental Breakfast.jpg	Exp. Date:	Unlimited
11. File Name	Business Center.jpg	Exp. Date:	Unlimited
12. File Name	Meeting Room.jpg	Exp. Date:	Unlimited
13. File Name	Sun Deck.jpg	Exp. Date:	Unlimited
14. File Name	Exercise Room.jpg	Exp. Date:	Unlimited
15. File Name	King Suite.jpg	Exp. Date:	Unlimited
16. File Name	Two Queens.jpg	Exp. Date:	Unlimited
17. File Name	Suite Living Area.jpg	Exp. Date:	Unlimited

Signature: _____ Date: 7-8-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials

☐

- A. The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR

☐ sk

- B. The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR

☐

- C. The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the

Marriott International - Confidential



PHOTOGRAPHY
STEVE HOGBEN

1715 LEBANON RD. LAWRENCEVILLE GA. 30043

PHONE 404 268-2894 FAX 770-513-4809

Image Usage Rights

I, Steve Hogben, hereby certify and confirm that I own all right, title and interest, including all rights of copyright, in and to images I've photographed on behalf of and for The Apple Companies. As owner of the images, I grant to Apple Seven, Inc., its subsidiaries, hotels, managers, and its franchisors the right to display and use these photographs without restriction to the purpose, quantity, method or place of display and use, and without need or request for additional compensation to me or further notice or permission from me. This authorization is granted for an unlimited length of time and does not expire.

Signed: 
Steve Hogben, Photographer
December 12, 1006

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the Image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Exterior Day.jpg	Exp. Date	Unlimited
2. File Name	Exterior Night.jpg	Exp. Date	Unlimited
4. File Name	Front Desk.jpg	Exp. Date	Unlimited
5. File Name	Lobby Seating.jpg	Exp. Date	Unlimited
6. File Name	Lobby Social Area.jpg	Exp. Date	Unlimited
7. File Name	The Market.jpg	Exp. Date	Unlimited
8. File Name	Indoor Pool.jpg	Exp. Date	Unlimited
9. File Name	Breakfast Dining Area.jpg	Exp. Date	Unlimited
10. File Name	Continental Breakfast.jpg	Exp. Date	Unlimited
11. File Name	Business Center.jpg	Exp. Date	Unlimited
12. File Name	Meeting Room.jpg	Exp. Date	Unlimited
13. File Name	Sun Deck.jpg	Exp. Date	Unlimited
14. File Name	Exercise Room.jpg	Exp. Date	Unlimited
15. File Name	King Suite.jpg	Exp. Date	Unlimited
16. File Name	Two Queens.jpg	Exp. Date	Unlimited
17. File Name	Suite Living Area.jpg	Exp. Date	Unlimited

Signature: Susan Kirkland Date: 7-8-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials

- A. The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B. The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C. The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the

Marriott International - Confidential

HWS Maintenance

MARSHA CODE: SDFLE

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09-19

Marriott.com Photography Submission Form

Still & 360° Images

Please read instructions thoroughly

Complete instructions can be found on the **eCommerce Resource Guide**, accessible on the Marriott Global Source.

1. Complete and review and all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

Property/Hotel Name: Fairfield Inn & Suites Louisville East
 MARSHA code: SDFLE
 Hotel Contact (employee name): Adrienne Griffin
 Phone: (502) 240-6171
 E-mail address: ffilouisville@lbaproperties.com

Franchised Hotels

Name of Franchise Company: HRS Hotels Group, Inc.

Hotel Business

Percent of Leisure/Group Business: 50/50

Check Appropriate Box:

☒ There are currently no property-specific images on my Hotel Web Site.

☐ I am adding or replacing property-specific images to my Hotel Web Site.
 List any existing images you would like *removed* from the site (as listed in photo tour):

1. Image Name	7. Image Name	13. Image Name
2. Image Name	8. Image Name	14. Image Name
3. Image Name	9. Image Name	15. Image Name
4. Image Name	10. Image Name	16. Image Name
5. Image Name	11. Image Name	17. Image Name
6. Image Name	12. Image Name	18. Image Name

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Instructions for Naming Your Image Files & Writing Your Marketing Captions:

The URL for locating this tool on the eCommerce Resource Guide is:

Marriott International - Confidential.

<https://extranet.marriott.com/myweb/marrdocs/mgs/common/SalesMktgRevMgmt/eCommerce/ToolsResources/2004Apr02HowtoNameYourImage.pdf>

Each submitted image **requires** the following information (sample):

Image Caption: Exterior (this should clearly describe the image)
Marketing Caption: We are conveniently located just minutes from the airport.
File Name: Ext01.jpg
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)

Please use additional pages to provide the required information for more than 12 images.

1. Image Caption: Guest Room
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour01.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

2. Image Caption: Suite
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour02.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

3. Image Caption: Suite Sitting Area
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour03.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

4. Image Caption: Guest Bathroom
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour04.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

5. Image Caption: Exterior
Marketing Caption: Welcome to the beautiful Fairfield Inn Louisville!

Marriott International - Confidential.

ALT Tag:*
File Name:
Photographer's Name:
Expiration Date:

6. Image Caption:
Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

7. Image Caption:
Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

8. Image Caption:
Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

9. Image Caption:
Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

Copy and paste to add more captions

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

Marriott International - Confidential.

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	FFI King Bed.jpg	Exp. Date	Unlimited
2. File Name	FFI Parlor_1.jpg	Exp. Date	Unlimited
3. File Name	FFI Bathroom.jpg	Exp. Date	Unlimited
4. File Name	FFI Parlor_3.jpg	Exp. Date	Unlimited
5. File Name		Exp. Date	
6. File Name		Exp. Date	
7. File Name		Exp. Date	
8. File Name		Exp. Date	
9. File Name		Exp. Date	
10. File Name		Exp. Date	
11. File Name		Exp. Date	
12. File Name		Exp. Date	
13. File Name		Exp. Date	

Signature: Susan Kirkland Date: 5-7-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support - Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials
☐

- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR

☒ sk

- B.** The photographer has transferred, in writing, ownership of the Image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR

☐

- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the Image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the Image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Marriott International - Confidential

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: SDFLE

(Must be completed by the owner of the Image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, Susan Kirkland, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name	Exterior.jpg	Exp. Date	Unlimited
2. File Name		Exp. Date	
3. File Name		Exp. Date	
4. File Name		Exp. Date	
5. File Name		Exp. Date	
6. File Name		Exp. Date	
7. File Name		Exp. Date	
8. File Name		Exp. Date	
9. File Name		Exp. Date	
10. File Name		Exp. Date	
11. File Name		Exp. Date	
12. File Name		Exp. Date	
13. File Name		Exp. Date	
14. File Name		Exp. Date	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials

- A. If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B. If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by LBA Properties because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: Susan Kirkland
(Do not type signature)

Date: 5-7-09

Print Name: Susan Kirkland Position & Company: Sales Support - Larry Blumberg and Associates

Marriott International - Confidential

Photography Use Rights Agreement 2007

For Marriott Hotels International
Marriott Drive

*Unlimited Use Rights granted from August 10, 2007, for an Unlimited
Period of Time.*

Agreement for the License of Image Rights to the Property, Franchise Ownership Company and Marriott International. Photography Usage Rights – 100% Unlimited Usage for an Unlimited Period of Time.

National and Local rights for all print media including, but not limited to

- 1) Marketing collateral, directories, publications, newsletters, direct mail, point-of-sale, advertising and promotions (including magazine and newspaper).
- 2) All internet and intranet site including but not limited to Marriott.COM, Property internet sites, franchise internet sites. This agreement allows for the images of the property to be used in website promotion by third parties such as Expedia.com, Travelocity.com, Hotels.com for the promotion of the property.
- 3) Prints, slides, file replication and framed photographs.
- 4) Television, video & airport dioramas
- 5) Partner usage allows for the images to be provided to companies that are promoting events at the hotel and for Marriott International business partners in the promotion of the property and or Marriott International.

There will be no requirement to renew or renegotiate these images for future usage.

Properties may not resell images to outside vendors, companies or other hotels to supplement the cost of their photo shoot. The photographer may not sell the images to stock photo houses or other hotel companies for stock.

Additional usage rights may be negotiated for requests that do not fall under the above license. Which may include the images being used in advertising or collateral to promote our partner companies solely. With the consent of the Director of Marketing at property the photographer can license image right for use to outside companies such as Florist, Interior Designers, Architects, or other vendors. The property will be required to provide the photographers contact information and the property and Marriott International will not be held liable for any agreement entered into between said company and the photographer.

No further permission or release from the photographer is required to have any of the images duplicated for any of the licensed uses listed above. Due to Copyright laws, a copy of the letter included on the CD will be required upon placing an order to businesses providing services such as but not limited to Photo labs, Lithographers and Duplicating Companies.

All CDs are delivered with a letter stating the afore mentioned usage rights. Each CD includes the contact information of the photographer for management by the recipient/user of the images. It is the responsibility of all Marriott associates to protect the distribution of Marriott intellectual property.

Photographer: Jim Burtnett, jr. / Burtnett Studios,
Inc. / 301-236-0552

jim@jimburtnettphotography.com

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Breakfast Area 360.jpg	Exp. Date:	Unlimited
2. File Name	Indoor Pool 360.jpg	Exp. Date:	Unlimited
3. File Name	King Guest Room 360.jpg	Exp. Date:	Unlimited
4. File Name	Lobby 360.jpg	Exp. Date:	Unlimited
5. File Name	Queen-Queen Guest Room 360.jpg	Exp. Date:	Unlimited
6. File Name	Queen-Queen Studio Suite 360.jpg	Exp. Date:	Unlimited

Signature: Susan Kirkland
(Do not type signature)

Date: 9-25-09Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Marriott.com Hotel Web Sites Photography Submission Form Still & 360° Images

Complete instructions can be found on the [eCommerce Toolkit](#)
accessible on the Marriott Global Source.

1. Complete and review and all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

PART 1: Hotel Information

Property/Hotel Name:
MARSHA code:
Hotel Contact (employee name):
Phone:
E-mail address:

Franchised Hotels

Name of Franchise Company:

Hotel Business

Percent of Leisure/Group Business:

Check Appropriate Box:

☐

There are currently no property-specific images on my Hotel Web Site.

☒

I am adding or replacing property-specific images to my Hotel Web Site.
List any existing images you would like **removed** from the site (as listed in photo tour):

1. Image Name	King Guest Room (sdfle_phototour01)	7. Image Name		13. Image Name	
2. Image Name		8. Image Name		14. Image Name	
3. Image Name		9. Image Name		15. Image Name	
4. Image Name		10. Image Name		16. Image Name	
5. Image Name		11. Image Name		17. Image Name	
6. Image Name		12. Image Name		18. Image Name	

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Each submitted image requires the following information Sample:

Image Caption: King Guest Room (this should clearly describe the image)
Marketing Caption: Our spacious guest rooms feature a well-lit work desk and high-speed Internet access.
File Name: KGR_01.jpg
ALT Tag:* New York Hotel Rooms (maximum of 5 words)
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)
ROOM POOL CODE(S):* GENR

**Optional. If left blank, the ALT Tag will be the same as the "Image Caption." ALT Tag suggestions can be found [here](#)*

**Required for photos that will appear in the "Guest Room Sample" section of the photo tour. Information regarding your Room Pool Codes can be found [here](#)*

1. Image Caption: Breakfast Area
Marketing Caption: A fresh assortment of breakfast foods are available each morning!
ALT Tag:* Fairfield Inn & Suites Louisville Breakfast
File Name: Breakfast Area 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

2. Image Caption: Indoor Pool
Marketing Caption: Our indoor pool is perfect for an invigorating swim to start the day or wind up the evening!
ALT Tag:* Fairfield Inn & Suites Louisville Pool
File Name: Indoor Pool 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

3. Image Caption: King Guest Room
Marketing Caption: Enjoy your stay in our comfortable king guest room – your invitation to relax!
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: King Guest Room 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* KING

4. Image Caption: Lobby
Marketing Caption: You will receive a warm welcome as soon as you come in the door. Enjoy our seating area as you wait or relax in our large, open lobby!
ALT Tag:* Fairfield Inn & Suites Louisville Lobby
File Name: Lobby 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

5. Image Caption: Queen/Queen Guest Room

Marketing Caption: Our cozy guest room will keep you coming back again and again!
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: Queen-Queen Guestroom 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* QNQN

6. Image Caption: Queen/Queen Studio Suite
Marketing Caption: Take advantage of the comfortable surroundings of a roomy studio suite. Our custom bedding, thicker mattresses and fluffy pillows will make for a most comfortable stay!
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: Queen-Queen Studio Suite 360.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* EXQS

Copy and paste captions if submitting more than 11 images

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A (may be completed and signed by a hotel representative):

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B (must be completed and signed by the owner of the image):

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.

- You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Please note that **PART 3B** must be signed by the photographer or agency representative

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Breakfast Area 360.jpg	Exp. Date:	Unlimited
2. File Name	Indoor Pool 360.jpg	Exp. Date:	Unlimited
3. File Name	King Guest Room 360.jpg	Exp. Date:	Unlimited
4. File Name	Lobby 360.jpg	Exp. Date:	Unlimited
5. File Name	Queen-Queen Guest Room 360.jpg	Exp. Date:	Unlimited
6. File Name	Queen-Queen Studio Suite 360.jpg	Exp. Date:	Unlimited

Signature: _____ Date: 9-25-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: _____

(Must be completed by the owner of the image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, _____, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the Image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes / No

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name		Exp. Date:	
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B.** If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by _____ (company name) because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: _____ **Date:** _____
(Do not type signature)

Print Name: _____ **Position & Company:** _____

Part 4: CHECKLIST!

Check to make sure you are providing all necessary information before you submit your hotel photography. *If any of the items are missing you will not advance into production.*

- ☐ All photography meets the standards and requirements as described in the [Marriott Global Source](#)
- ☐ The files sizes for still photos are at least 600 x 500 pixels at 72 dpi
- ☐ The files for 360 images have been saved as equirectangular jpegs, at least 350K but no larger than 400K
- ☐ Signed photographer's usage rights have been submitted for all photos
- ☐ Model releases have been provided for all images including people
- ☐ PART 2 of the submission form has been completed with image and marketing captions, as well as photographer's name and expiration date
- ☐ Save the Marriott.com Photography Request Form with your Marsha code in the title. Example: PhotographySubmissionForm_XXXXX
- ☐ When emailing your submission, please begin the subject line with your MARSHA code (ex: XXXXX Photo Submission)

Hotel submissions are released into production every Friday. To be included, your complete submission must be received by Thursday. The production time is five to ten business days.

International Marriott Hotel Web Sites

After photos have been posted on Marriott.com, they will also appear on the following Marriott International sites:

United Kingdom: marriott.co.uk

Australia: marriott.com.au

Germany: marriott.de (translated photo tour Image Captions and ALT Tags, and Metadata)

Latin America: latinoamerica.marriott.com (translated photo tour Image Captions and ALT Tags, and Metadata)

China: marriott.com.cn (translated photo tour Image Captions and ALT Tags, and translated Metadata)

GDS & eChannel Sites

After photos have been posted on the Marriott.com they will be updated on Marriott eChannel and GDS sites (if the usage rights include 3rd-party rights). This will take an additional 3 to 4 weeks, depending on the site.

Marriott.com Hotel Web Sites Photography Submission Form Still & 360° Images

Complete instructions can be found on the [eCommerce Toolkit](#)
accessible on the Marriott Global Source.

1. Complete and review all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

PART 1: Hotel Information

Property/Hotel Name:
MARSHA code:
Hotel Contact (employee name):
Phone:
E-mail address:

Franchised Hotels

Name of Franchise Company:

Hotel Business

Percent of Leisure/Group Business:

Check Appropriate Box:

☐

There are currently no property-specific images on my Hotel Web Site.

☒

I am adding or replacing property-specific images to my Hotel Web Site.
List any existing images you would like **removed** from the site (as listed in photo tour):

1. Image Name		7. Image Name		13. Image Name	
2. Image Name		8. Image Name		14. Image Name	
3. Image Name		9. Image Name		15. Image Name	
4. Image Name		10. Image Name		16. Image Name	
5. Image Name		11. Image Name		17. Image Name	
6. Image Name		12. Image Name		18. Image Name	

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Each submitted image requires the following information **Sample:**

Image Caption: King Guest Room (this should clearly describe the image)
Marketing Caption: Our spacious guest rooms feature a well-lit work desk and high-speed Internet access.
File Name: KGR_01.jpg
ALT Tag:* New York Hotel Rooms (maximum of 5 words)
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)
ROOM POOL CODE(S):* GENR

**Optional. If left blank, the ALT Tag will be the same as the "Image Caption." ALT Tag suggestions can be found [here](#)*

**Required for photos that will appear in the "Guest Room Sample" section of the photo tour. Information regarding your Room Pool Codes can be found [here](#)*

1. Image Caption: Exterior
Marketing Caption: Welcome to our brand new hotel with great area location!
ALT Tag:* Fairfield Inn & Suites Louisville Exterior
File Name: Exterior Day.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

2. Image Caption: Exterior
Marketing Caption: Welcome to the beautiful Fairfield Inn & Suites Louisville East! Outstanding shopping and delicious dining are within minutes from our hotel!
ALT Tag:* Fairfield Inn & Suites Louisville Exterior
File Name: Exterior Night.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

3. Image Caption: Front Desk
Marketing Caption: A relaxing atmosphere amidst comfortable décor makes our lobby a great place to be!
ALT Tag:* Fairfield Inn & Suites Front Desk
File Name: Front Desk.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

4. Image Caption: Lobby Seating
Marketing Caption: Enjoy one of our great chairs as you wait or relax in our large, open lobby!
ALT Tag:* Fairfield Inn & Suites Louisville Lobby
File Name: Lobby Seating.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

5. Image Caption: Lobby Social Area

Marketing Caption:	Comfortable surroundings are waiting for you at the Fairfield Inn & Suites Louisville East!
ALT Tag:*	Fairfield Inn & Suites Louisville Lobby
File Name:	Lobby Social Area.jpg
Photographer's Name:	Steve Hogben
Expiration Date:	Unlimited
ROOM POOL CODE(S):*	

6. Image Caption:	The Market
Marketing Caption:	Conveniently located in our lobby, The Market provides an assortment of snacks and beverages 24 hours a day.
ALT Tag:*	Market Fairfield Inn & Suites Louisville
File Name:	The Market.jpg
Photographer's Name:	Steve Hogben
Expiration Date:	Unlimited
ROOM POOL CODE(S):*	

7. Image Caption:	Indoor Pool
Marketing Caption:	Our sparkling indoor pool is ideal for hanging out with friends and family.
ALT Tag:*	Louisville Hotel with Indoor Pool
File Name:	Indoor Pool.jpg
Photographer's Name:	Steve Hogben
Expiration Date:	Unlimited
ROOM POOL CODE(S):*	

8. Image Caption:	Breakfast Dining Area
Marketing Caption:	Enjoy your complimentary breakfast in our fantastic dining area!
ALT Tag:*	Complimentary Breakfast Louisville Hotel
File Name:	Breakfast Dining Area.jpg
Photographer's Name:	Steve Hogben
Expiration Date:	Unlimited
ROOM POOL CODE(S):*	

9. Image Caption:	Complimentary Breakfast
Marketing Caption:	Bagels, breads, muffins, fresh fruit and more await you each morning at the Fairfield Inn & Suites Louisville East!
ALT Tag:*	Complimentary Breakfast Louisville Hotel
File Name:	Continental Breakfast.jpg
Photographer's Name:	Steve Hogben
Expiration Date:	Unlimited
ROOM POOL CODE(S):*	

10. Image Caption:	Business Center
Marketing Caption:	Our Business Center features a desktop computer with complimentary high-speed Internet access. Overnight delivery is available at the nearby front desk.
ALT Tag:*	Business Center Fairfield Inn & Suites
File Name:	Business Center.jpg

Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*

11. Image Caption: Meeting Room
Marketing Caption: Our large, versatile meeting room accommodates groups of various sizes – great for every type of gathering!
ALT Tag:* Large Business Meeting Room Louisville
File Name: Meeting Room.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*

12. Image Caption: Sun Deck
Marketing Caption: Our sun deck is so inviting! Soak up some sun!
ALT Tag:* Fairfield Inn & Suites Sun Deck
File Name: Sun Deck.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*

13. Image Caption: Exercise Room
Marketing Caption: Never miss a workout when you are on the road! Our state-of-the-art exercise equipment allows the best workouts possible!
ALT Tag:* Fairfield Inn & Suites Fitness Center
File Name: Exercise Room.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):*

14. Image Caption: King Guest Room
Marketing Caption: Take advantage of the comfortable surroundings of a roomy guest room. Our custom bedding, thicker mattresses and fluffy pillows will make for a most comfortable stay!
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: King Suite.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited
ROOM POOL CODE(S):* KING

15. Image Caption: Queen/Queen Guest Room
Marketing Caption: Our guest rooms feature the comfort of Marriott luxury bedding, a cozy sitting area, in-room coffee and tea, iron, ironing board, and hairdryer.
ALT Tag:* Fairfield Inn & Suites Louisville Guestrooms
File Name: Two Queens.jpg
Photographer's Name: Steve Hogben
Expiration Date: Unlimited

ROOM POOL CODE(S):*

QNQN

16. Image Caption:

Suite Living Space

Marketing Caption:

Cozy up and watch your favorite show! It's easy to enjoy the peaceful surroundings after a busy day.

ALT Tag:*

Fairfield Inn & Suites Louisville Guestrooms

File Name:

Suite Living Area.jpg

Photographer's Name:

Steve Hogben

Expiration Date:

Unlimited

ROOM POOL CODE(S):*

SPAK, KSTE, QNQN, KING

Copy and paste captions if submitting more than 11 images

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A

(may be completed and signed by a hotel representative):

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B

(must be completed and signed by the owner of the image):

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.
 - You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Please note that **PART 3B** must be signed by the photographer or agency representative

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	Exterior Day.jpg	Exp. Date:	Unlimited
2. File Name	Exterior Night.jpg	Exp. Date:	Unlimited
4. File Name	Front Desk.jpg	Exp. Date:	Unlimited
5. File Name	Lobby Seating.jpg	Exp. Date:	Unlimited
6. File Name	Lobby Social Area.jpg	Exp. Date:	Unlimited
7. File Name	The Market.jpg	Exp. Date:	Unlimited
8. File Name	Indoor Pool.jpg	Exp. Date:	Unlimited
9. File Name	Breakfast Dining Area.jpg	Exp. Date:	Unlimited
10. File Name	Continental Breakfast.jpg	Exp. Date:	Unlimited
11. File Name	Business Center.jpg	Exp. Date:	Unlimited
12. File Name	Meeting Room.jpg	Exp. Date:	Unlimited
13. File Name	Sun Deck.jpg	Exp. Date:	Unlimited
14. File Name	Exercise Room.jpg	Exp. Date:	Unlimited
15. File Name	King Suite.jpg	Exp. Date:	Unlimited
16. File Name	Two Queens.jpg	Exp. Date:	Unlimited
17. File Name	Suite Living Area.jpg	Exp. Date:	Unlimited

Signature: _____ Date: 7-8-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support, Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the

Marriott International - Confidential

Internet.

A copy of the written license must be submitted together with the Image(s).

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: _____

(Must be completed by the owner of the image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, _____, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the Image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes / No

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name		Exp. Date:	
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B.** If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by _____ (company name) because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: _____ **Date:** _____
(Do not type signature)

Print Name: _____ Position & Company: _____

Part 4: CHECKLIST!

Check to make sure you are providing all necessary information before you submit your hotel photography. *If any of the items are missing you will not advance into production.*

- ☐ All photography meets the standards and requirements as described in the [Marriott Global Source](#)
- ☐ The files sizes for still photos are at least 600 x 500 pixels at 72 dpi
- ☐ The files for 360 images have been saved as equirectangular jpegs, at least 350K but no larger than 400K
- ☐ Signed photographer's usage rights have been submitted for all photos
- ☐ Model releases have been provided for all images including people
- ☐ PART 2 of the submission form has been completed with image and marketing captions, as well as photographer's name and expiration date
- ☐ Save the Marriott.com Photography Request Form with your Marsha code in the title. Example: PhotographySubmissionForm_XXXXX
- ☐ When emailing your submission, please begin the subject line with your MARSHA code (ex: XXXXX Photo Submission)

Hotel submissions are released into production every Friday. To be included, your complete submission must be received by Thursday. The production time is five to ten business days.

International Marriott Hotel Web Sites

After photos have been posted on Marriott.com, they will also appear on the following Marriott International sites:

United Kingdom: marriott.co.uk

Australia: marriott.com.au

Germany: marriott.de (translated photo tour Image Captions and ALT Tags, and Metadata)

Latin America: latinoamerica.marriott.com (translated photo tour Image Captions and ALT Tags, and Metadata)

China: marriott.com.cn (translated photo tour Image Captions and ALT Tags, and translated Metadata)

GDS & eChannel Sites

After photos have been posted on the Marriott.com they will be updated on Marriott eChannel and GDS sites (if the usage rights include 3rd-party rights). This will take an additional 3 to 4 weeks, depending on the site.

Marriott.com Photography Submission Form

Still & 360° Images

Please read instructions thoroughly

Complete instructions can be found on the **eCommerce Resource Guide**, accessible on the Marriott Global Source.

1. Complete and review and all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

Property/Hotel Name:
MARSHA code:
Hotel Contact (employee name):
Phone:
E-mail address:

Franchised Hotels

Name of Franchise Company:

Hotel Business

Percent of Leisure/Group Business:

Check Appropriate Box:

☒ There are currently no property-specific images on my Hotel Web Site.

☐ I am adding or replacing property-specific images to my Hotel Web Site.
List any existing images you would like removed from the site (as listed in photo tour):

1. Image Name		7. Image Name		13. Image Name	
2. Image Name		8. Image Name		14. Image Name	
3. Image Name		9. Image Name		15. Image Name	
4. Image Name		10. Image Name		16. Image Name	
5. Image Name		11. Image Name		17. Image Name	
6. Image Name		12. Image Name		18. Image Name	

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Instructions for Naming Your Image Files & Writing Your Marketing Captions:

The URL for locating this tool on the eCommerce Resource Guide is:

Marriott International - Confidential.

<https://extranet.marriott.com/myweb/marrdocs/mgs/common/SalesMktgRevMgmt/eCommerce/ToolsResources/2004Apr02HowtoNameYourImage.pdf>

Each submitted image **requires** the following information (sample):

Image Caption: Exterior (this should clearly describe the image)
Marketing Caption: We are conveniently located just minutes from the airport.
File Name: Ext01.jpg
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)

Please use additional pages to provide the required information for more than 12 images.

1. Image Caption: Guest Room
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour01.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

2. Image Caption: Suite
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour02.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

3. Image Caption: Suite Sitting Area
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour03.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

4. Image Caption: Guest Bathroom
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
File Name: ffi_phototour04.jpg
Photographer's Name: Jim Burtnett
Expiration Date: unlimited

5. Image Caption: Exterior
Marketing Caption: Welcome to the beautiful Fairfield Inn Louisville!

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ALT Tag:*
File Name:
Photographer's Name:
Expiration Date:

6. Image Caption:

Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

7. Image Caption:

Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

8. Image Caption:

Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

9. Image Caption:

Marketing Caption:
File Name:
Photographer's Name:
Expiration Date:

Copy and paste to add more captions

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

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If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A
(may be completed and signed by a hotel representative):

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B
(must be completed and signed by the owner of the image):

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.
 - You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Please note that **PART 3B** must be signed by the photographer or agency representative

Part 3A: Image Usage Rights –Usage Rights Held by Hotel**Marsha Code:** _____(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name		Exp. Date:	
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

Signature: _____ **Date:** _____
(Do not type signature)

Print Name: _____ **Position & Company:** _____

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials

- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Marriott International - Confidential.

Part 3B: Image Usage Rights Held by Image Owner**Marsha Code:** _____

(Must be completed by the owner of the image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, _____, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the Image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes / No

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name		Exp. Date:	
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B.** If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by _____ (company name) because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: _____ **Date:** _____
(Do not type signature)

Print Name: _____ **Position & Company:** _____

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Part 4: CHECKLIST!

Check to make sure you are providing all necessary information before you submit your hotel photography. **If any of the items are missing you will not advance into production.**

- ☐ All photography meets the standards and requirements as described in the [Marriott Global Source](#)
- ☐ The files sizes for still photos are at least 400 x 300 pixels at 72 dpi
- ☐ The files for 360 images have been saved as equirectangular jpegs no larger than 400K
- ☐ Signed photographer's usage rights have been submitted for all photos
- ☐ Model releases have been provided for all images including people
- ☐ PART 2 of the submission form has been completed with image and marketing captions, as well as photographer's name and expiration date
- ☐ Save the Marriott.com Photography Request Form with your Marsha code in the title.
Example: PhotographySubmissionForm_XXXXX
- ☐ When emailing your submission, please begin the subject line with your MARSHA code.

Hotel submissions are released into production every Friday. To be included, your complete submission must be received by Thursday.

GDS & eChannel Sites

After photos have been posted on the Marriott.com they will be updated on Marriott eChannel and GDS sites (if the usage rights include 3rd-party rights). This will take an additional 2 to 3 weeks, depending on the site.

Marriott.com Hotel Web Sites Photography Submission Form Still & 360° Images

Complete instructions can be found on the [eCommerce Toolkit](#)
accessible on the Marriott Global Source.

1. Complete and review all parts of Marriott.com Photography Submission Form
2. E-mail images with completed form to Design.HWS@marriott.com and fax signed usage rights to 301-644-6732 **OR** mail to: Marriott International, One Marriott Drive, Dept. 55/953.14, Washington, DC 20058, 301-380-1982, Attn: HWS

PART 1: Hotel Information

Property/Hotel Name:
MARSHA code:
Hotel Contact (employee name):
Phone:
E-mail address:

Franchised Hotels

Name of Franchise Company:

Hotel Business

Percent of Leisure/Group Business:

Check Appropriate Box:

- ☒ There are currently no property-specific images on my Hotel Web Site.
- ☐ I am adding or replacing property-specific images to my Hotel Web Site.
List any existing images you would like **removed** from the site (as listed in photo tour):

1. Image Name		7. Image Name		13. Image Name	
2. Image Name		8. Image Name		14. Image Name	
3. Image Name		9. Image Name		15. Image Name	
4. Image Name		10. Image Name		16. Image Name	
5. Image Name		11. Image Name		17. Image Name	
6. Image Name		12. Image Name		18. Image Name	

Important Reminders:

1. All new images must be accompanied by signed usage rights.
2. You must provide model releases for any individuals who appear in photos.

PART 2: Image Submission Information

Each submitted image requires the following information Sample:

Image Caption: King Guest Room (this should clearly describe the image)
Marketing Caption: Our spacious guest rooms feature a well-lit work desk and high-speed Internet access.
File Name: KGR_01.jpg
ALT Tag:* New York Hotel Rooms (maximum of 5 words)
Photographer's Name: John Smith (Associate-if photography is taken by employee)
Expiration Date: July 01, 2010 (Unlimited-if there is no expiration date)
ROOM POOL CODE(S):* GENR

**Optional. If left blank, the ALT Tag will be the same as the "Image Caption." ALT Tag suggestions can be found [here](#)*

**Required for photos that will appear in the "Guest Room Sample" section of the photo tour. Information regarding your Room Pool Codes can be found [here](#)*

1. Image Caption: Exterior
Marketing Caption: Welcome to the beautiful Fairfield Inn Louisville!
ALT Tag:* Louisville hotel
File Name: Exterior.jpg
Photographer's Name: Teresa Stowell
Expiration Date: Unlimited
ROOM POOL CODE(S):* _____

2. Image Caption: King Bed
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
ALT Tag:* Louisville hotel rooms
File Name: FFI King Bed.jpg
Photographer's Name: Jim Burnett, Jr.
Expiration Date: Unlimited
ROOM POOL CODE(S):* KING

3. Image Caption: Parlor
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
ALT Tag:* Louisville hotel rooms
File Name: FFI Parlor_1.jpg
Photographer's Name: Jim Burnett, Jr.
Expiration Date: Unlimited
ROOM POOL CODE(S):* KSTE

4. Image Caption: Bathroom
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.
ALT Tag:* Louisville hotel rooms
File Name: FFI Bathroom.jpg
Photographer's Name: Jim Burnett, Jr.
Expiration Date: Unlimited
ROOM POOL CODE(S):* KING, QNQN, KSTE

5. Image Caption: Parlor
Marketing Caption: This photo is a representation of the hotel's facilities and amenities.

ALT Tag: *	Fairfield Inn quest living room
File Name:	FFI Parlor_3.jpg
Photographer's Name:	Jim Burnett, Jr.
Expiration Date:	Unlimited
ROOM POOL CODE(S): *	KSTE

Copy and paste captions if submitting more than 11 images

Part 3: Image Usage Rights

Marriott cannot display any photographic image on its websites, or permit others to display any image on their websites for the purpose of promoting Marriott's properties, without proof of permission from the image's copyright owner or an authorized licensee.

For each image (or group of images from the same source and taken under the same terms), you will need to complete either 3A or 3B.

If requested, you must also submit a legible copy of supporting documentation. If this documentation is in a language other than English, please provide an English translation with the original non-English document.

When to Use PART 3A (may be completed and signed by a hotel representative):

1. If your property currently holds usage rights to the image *and* you can prove those rights.
2. If the image was taken by:
 - An employee of the hotel
 - An employee of Marriott International, Inc. or, if the property is franchised, an employee of the franchisee
 - A third-party photographer who has assigned in writing all rights over the image to Marriott or the franchisee, and you can provide a copy of the written agreement
 - A third-party photographer who has licensed to the property, to Marriott, or to the franchisee the right to use the image on the Internet to promote the property and the right to authorize others to use the image on the Internet to promote the property, and you have a copy of the written license

Please note that **PART 3A** must be signed by the hotel representative

When to Use PART 3B (must be completed and signed by the owner of the image):

1. If you cannot verify that your property has the right to display the image on the Internet (and the right to authorize Marriott International and others to do so) in order to promote the property.
2. If the image was taken or supplied by anyone other than an employee of Marriott or an employee of the franchisee, and:
 - You believe that the photographer granted Internet usage rights over the image to Marriott or the franchisee, but you do not have written confirmation.
 - You need to obtain the right to use the image on Marriott's website and third-party websites from the photographer.

Please note that **PART 3B** must be signed by the photographer or agency representative

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	FFI King Bed.jpg	Exp. Date:	Unlimited
2. File Name	FFI Parlor_1.jpg	Exp. Date:	Unlimited
3. File Name	FFI Bathroom.jpg	Exp. Date:	Unlimited
4. File Name	FFI Parlor_3.jpg	Exp. Date:	Unlimited
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

Signature: _____ Date: 5-7-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support - Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: SDFLE

(Must be completed by the owner of the image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, Susan Kirkland, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the Image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name	Exterior.jpg	Exp. Date:	Unlimited
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials



- A.** If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B.** If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by LBA Properties because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: _____ Date: 5-7-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support – Larry Blumberg and Associates

Part 4: CHECKLIST!

Check to make sure you are providing all necessary information before you submit your hotel photography. *If any of the items are missing you will not advance into production.*

- ☐ All photography meets the standards and requirements as described in the [Marriott Global Source](#)
- ☐ The files sizes for still photos are at least 600 x 500 pixels at 72 dpi
- ☐ The files for 360 images have been saved as equirectangular jpegs, at least 350K but no larger than 400K
- ☐ Signed photographer's usage rights have been submitted for all photos
- ☐ Model releases have been provided for all images including people
- ☐ PART 2 of the submission form has been completed with image and marketing captions, as well as photographer's name and expiration date
- ☐ Save the Marriott.com Photography Request Form with your Marsha code in the title. Example: PhotographySubmissionForm_XXXXX
- ☐ When emailing your submission, please begin the subject line with your MARSHA code (ex: XXXXX Photo Submission)

Hotel submissions are released into production every Friday. To be included, your complete submission must be received by Thursday. The production time is five to ten business days.

International Marriott Hotel Web Sites

After photos have been posted on Marriott.com, they will also appear on the following Marriott International sites:

United Kingdom: marriott.co.uk

Australia: marriott.com.au

Germany: marriott.de (translated photo tour Image Captions and ALT Tags, and Metadata)

Latin America: latinoamerica.marriott.com (translated photo tour Image Captions and ALT Tags, and Metadata)

China: marriott.com.cn (translated photo tour Image Captions and ALT Tags, and translated Metadata)

GDS & eChannel Sites

After photos have been posted on the Marriott.com they will be updated on Marriott eChannel and GDS sites (if the usage rights include 3rd-party rights). This will take an additional 3 to 4 weeks, depending on the site.

Part 3B: Image Usage Rights Held by Image Owner

Marsha Code: SDFLE

(Must be completed by the owner of the image with the Expiration Date Information)

Please note: You must use a separate copy of this form (Part 5) for each image (or group of images from the same source and taken under the same terms).

I, Susan Kirkland, hereby certify and confirm that the owner of the copyright in the Image(s) listed below has granted to Marriott International, Inc., its hotel, or its franchisee, the right to display the image(s) on the Internet to promote the property and to authorize others to display the Image(s) on the Internet to promote the property.

This includes the right to promote Marriott International, as well as the property? Yes

For each image, list the image name and file name, indicate the expiration date (if no expiration date, indicate "unlimited"):

1. File Name	Exterior.jpg	Exp. Date:	Unlimited
2. File Name		Exp. Date:	
3. File Name		Exp. Date:	
4. File Name		Exp. Date:	
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

I further certify that I am authorized to grant or confirm the foregoing license because (please initial only one of the following boxes and provide the applicable information):

Your Initials

- A.** If the photographer owns the copyright to the Image(s):
I created the Image(s) and I own all right, title and interest in and to the Image(s), including all rights of copyright.

OR



- B.** If the photographer's company owns the copyright to the Image(s):
All rights, title and interest in and to the Image(s), including all rights of copyright, are owned by LBA Properties because the image was created by its employee in the course of his/her employment, and I am authorized to make this certification on behalf of the photographer's employer.

Signature: Susan Kirkland
(Do not type signature)

Date: 5-7-09

Print Name: Susan Kirkland Position & Company: Sales Support – Larry Blumberg and Associates

Marriott International - Confidential

Part 3A: Image Usage Rights Held by Hotel

Marsha Code: SDFLE

(To be completed by a hotel representative - must be signed)

On behalf of the owner of the copyright in the image or images listed below, (together, "the Image") or an authorized licensee of the copyright in the Image, I hereby grant permission to Marriott International, Inc. to display the Image on the Internet and to authorize others to display the Image on the Internet.

For each Image, list the image name and file name and indicate the expiration date, if any, of the license (if unlimited, indicate "unlimited"):

1. File Name	FFI King Bed.jpg	Exp. Date:	Unlimited
2. File Name	FFI Parlor_1.jpg	Exp. Date:	Unlimited
3. File Name	FFI Bathroom.jpg	Exp. Date:	Unlimited
4. File Name	FFI Parlor_3.jpg	Exp. Date:	Unlimited
5. File Name		Exp. Date:	
6. File Name		Exp. Date:	
7. File Name		Exp. Date:	
8. File Name		Exp. Date:	
9. File Name		Exp. Date:	
10. File Name		Exp. Date:	
11. File Name		Exp. Date:	
12. File Name		Exp. Date:	
13. File Name		Exp. Date:	
14. File Name		Exp. Date:	

Signature: Susan Kirkland Date: 5-7-09
(Do not type signature)

Print Name: Susan Kirkland Position & Company: Sales Support - Larry Blumberg and Associates

I am authorized to grant the foregoing permission because (please initial only one of the following boxes and provide the applicable information):

Your Initials

- A.** The Image was taken by (a) an employee of Marriott International, Inc. or an employee of one of Marriott subsidiaries or, (b) in the case of franchised properties, by an employee of the franchisee.

OR



- B.** The photographer has transferred, in writing, ownership of the image(s), including the copyright, to the property, to Marriott, or in the case of franchised properties, to the franchisee.
A copy of the written agreement must be submitted together with the Image(s).

OR



- C.** The photographer has previously licensed, in writing, to the property, to Marriott or, in the case of franchised properties, to the franchisee, the right to display the image(s) on the Internet to promote the property, including the right to authorize Marriott International and others to display the image on the Internet.
A copy of the written license must be submitted together with the Image(s).

Marriott International - Confidential

Photography Use Rights Agreement 2007

For Marriott Hotels International
Marriott Drive

*Unlimited Use Rights granted from August 10, 2007, for an Unlimited
Period of Time.*

Agreement for the License of Image Rights to the Property, Franchise Ownership Company and Marriott International. Photography Usage Rights – 100% Unlimited Usage for an Unlimited Period of Time.

National and Local rights for all print media including, but not limited to

- 1) Marketing collateral, directories, publications, newsletters, direct mail, point-of-sale, advertising and promotions (including magazine and newspaper).
- 2) All internet and intranet site including but not limited to Marriott.COM, Property internet sites, franchise internet sites. This agreement allows for the images of the property to be used in website promotion by third parties such as Expedia.com, Travelocity.com, Hotels.com for the promotion of the property.
- 3) Prints, slides, file replication and framed photographs.
- 4) Television, video & airport dioramas
- 5) Partner usage allows for the images to be provided to companies that are promoting events at the hotel and for Marriott International business partners in the promotion of the property and or Marriott International.

There will be no requirement to renew or renegotiate these images for future usage.

Properties may not resell images to outside vendors, companies or other hotels to supplement the cost of their photo shoot. The photographer may not sell the images to stock photo houses or other hotel companies for stock.

Additional usage rights may be negotiated for requests that do not fall under the above license. Which may include the images being used in advertising or collateral to promote our partner companies solely. With the consent of the Director of Marketing at property the photographer can license image right for use to outside companies such as Florist, Interior Designers, Architects, or other vendors. The property will be required to provide the photographers contact information and the property and Marriott International will not be held liable for any agreement entered into between said company and the photographer.

No further permission or release from the photographer is required to have any of the images duplicated for any of the licensed uses listed above. Due to Copyright laws, a copy of the letter included on the CD will be required upon placing an order to businesses providing services such as but not limited to Photo labs, Lithographers and Duplicating Companies.

All CDs are delivered with a letter stating the afore mentioned usage rights. Each CD includes the contact information of the photographer for management by the recipient/user of the images. It is the responsibility of all Marriott associates to protect the distribution of Marriott intellectual property.

Photographer: Jim Burtnett, jr. / Burtnett Studios, Inc. / 301-236-0552

jim@jburtnettphotography.com