

**BETTER LIGHT OWNERS CONFERENCE**  
**Thursday, October 2 & Friday, October 3, 2008**  
(with optional events on Saturday, October 4)

**Location:** The bewitching seaport of **SALEM, Massachusetts** (just north of Boston)  
Salem is just 16 miles north of Boston on the Atlantic coast. By car, the drive is about 30-45 minutes depending on traffic from Boston's Logan Airport. Shuttle services, bus and train services are also available. See separate document for more information on transportation options.

**Meetings at: THE ENTERPRISE CENTER** on the Salem State College Campus  
121 Loring Avenue, Salem MA 01970 978-542-7528  
Directions & Map Link: <http://www.enterprisectr.org/directions28.html>

We have selected the HAWTHORNE HOTEL as our headquarters hotel. The Hawthorne is one of the Historic Hotels of America, located in the Salem Common Historic District and within walking distance of numerous historic sites, restaurants and attractions. Better Light will provide a **shuttle service** between the Hawthorne Hotel and the Enterprise Center on Thursday and Friday before and after the sessions.

**Wednesday and Thursday nights are still available at lower group rates until August 29.** Our room block expires August 29<sup>th</sup> and the hotel will no longer be able to guarantee the reduced rate, however, if rooms are still available they will do their best to extend the \$144 rate.

**FOR RESERVATIONS:** Contact Thomas Mac Donald, Corporate Sales Manager at his direct number 978-825-4361 or in his absence, call Kristie Poehler at 978-825-4364 for the Better Light group rate.

**THE HAWTHORNE HOTEL**  
18 Washington Sq. West  
Salem, MA 01970  
phone: 800-729-7829  
978-744-4080  
fax: 978-745-9842  
<http://www.hawthornehotel.com>

Distance to Enterprise Center: 2.2 miles  
Rate:  
**\$ 144 + tax Better Light GROUP RATE**  
for Wednesday and Thursday nights (10/1 – 10/3)

***This is HALLOWEEN SEASON in Salem!***

**Hotel rooms will be hard to get as it gets closer to October...make your reservations today at the Hawthorne or one of the other area hotels listed on the following pages.**

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*More Hotel Options on Pages 2-3*

**OTHER HOTEL OPTIONS IN THE AREA:**

(Listed by distance to The ENTERPRISE CENTER on Salem State College Campus)

\*\* Be sure to check for any available corporate, AAA or AARP discounted rates.

**THE COACH HOUSE INN B&B**

284 Lafayette Street  
Salem, MA 01970  
800-688-8689 or 978-744-4092  
<http://www.coachhousesalem.com>

Distance to Enterprise Center: 0.8 miles

Internet Rates: \$105 to \$240 + taxes

**THE SALEM INN**

7 Summer St.  
Salem, MA 01970  
800-4467-2995 or 978-741-0680  
<http://www.saleminnma.com>

Distance to Enterprise Center: 1.7 miles

Internet Rates: \$180 to \$295 + taxes

**SALEM WATERFRONT HOTEL**

225 Derby Street  
Salem, MA 01970  
888-337-2536 or 978-740-8788  
<http://www.salemwaterfronthotel.com>

Distance to Enterprise Center: 1.8 miles

Internet Rates: \$199 to \$279 + taxes

**AMELIA PAYSON HOUSE B&B**

16 Winter Street  
Salem, MA 01970  
978-744-8304  
<http://www.ameliapaysonhouse.com>

Distance to Enterprise Center: 2.1 miles

Internet Rates: \$175 + taxes

**THE MARBLEHEAD INN**

264 Pleasant Street  
Marblehead, MA 01945  
781-631-2186  
<http://www.marbleheadinn.com>

Distance to Enterprise Center: 2.4 miles

Internet Rates: \$155 to \$250 + taxes

**CLIPPER SHIP INN**

40 Bridge Street, Rt. 1A  
Salem, MA 01970  
978-745-8022  
<http://www.clippershipinn.com>

Distance to Enterprise Center: 2.6 miles

Internet Rates: \$115 to \$195 + taxes

**HARBOR LIGHT INN**

58 Washington Street  
Marblehead, MA 01945  
781-631-2186  
<http://www.harborlightinn.com>

Distance to Enterprise Center: 3.8 miles

Internet Rates: \$145 to \$345 + taxes

**MARRIOTT COURTYARD**

275 Independence Way  
Danvers, MA 01923  
888-686-5064 or 978-777-8630  
<http://www.marriott.com>

Distance to Enterprise Center: 5.8 miles

Internet Rates: \$164 to \$204 + taxes

**DAYS INN – Salem/Danvers**

152 Endicott St. / I-95 & Rt. 128

Danvers, MA 01923

978-777-1030 or 800-329-7466

<http://www.daysinn.com>

Distance to Enterprise Center: 5.1 miles

Internet Rates: \$70 to \$95 + taxes Weekdays  
\$120 + taxes Weekends

**COMFORT INN – North Shore**

152 Endicott St. / I-95 & Rt. 128

Danvers, MA 01923

978-777-1700

<http://www.daysinn.com>

Distance to Enterprise Center: 7.8 miles

Internet Rates: \$125 to \$160 + taxes  
Average nightly Wed - Friday

**HOLIDAY INN – Boston/Peabody**

US 1 North & US 128 North

1 Newbury Street

Peabody, MA 01960

978-535-4600 or 1-888-HOLIDAY

<http://www.ichotelsgroup.com>

Distance to Enterprise Center: 7.8 miles

Internet Rates: \$113 to \$183 + taxes  
Average nightly Wed - Friday

All hotels listed are within a short distance of the Enterprise Center and results of several internet resources including <http://www.kayak.com>. **Rates noted (other than Hawthorne Hotel) are NOT negotiated rates**, but current published rates on the Internet. Early reservations are suggested since this is a very active Halloween season in Salem. Be sure to check AAA or other discount offers that might be available.