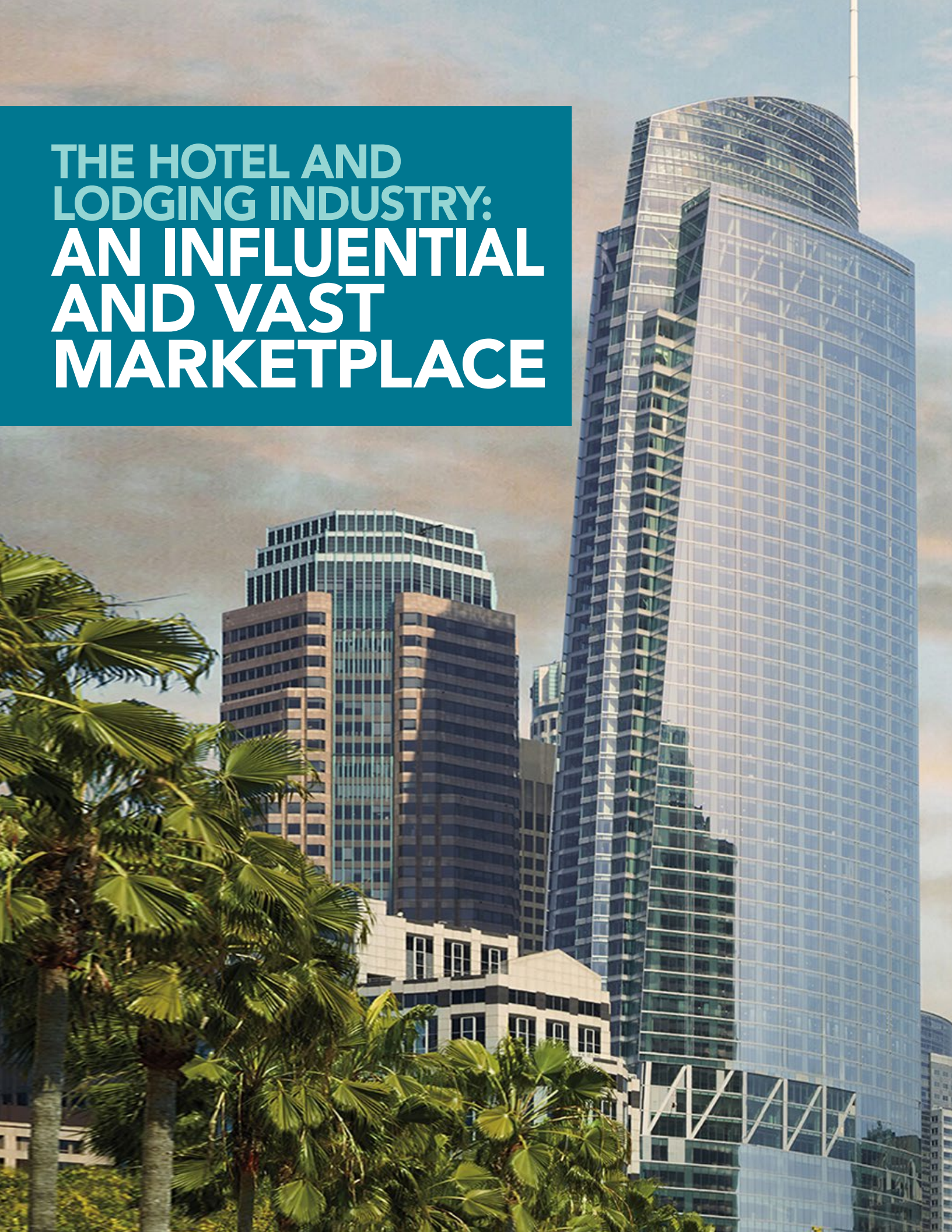


AHLA

SPONSORSHIP OPPORTUNITIES 2020



THE HOTEL AND LODGING INDUSTRY: AN INFLUENTIAL AND VAST MARKETPLACE



OUR INDUSTRY: BY THE NUMBERS

Hotels support millions of jobs, generate billions in revenue and host millions of guests every day across the country. The American Hotel & Lodging Association (AHLA) is the face and voice of the industry with events designed to bring you face to face with key leaders and industry peers, meet your business objectives, and drive your success.

55,900+ PROPERTIES NATIONWIDE

5,300,000 GUEST ROOMS

8,300,000 AMERICAN JOBS

\$13,000,000,000 TO GNP FROM
CAPITAL INVESTMENT

\$355,000,000,000 TOTAL LABOR INCOME

\$550,000,000,000 IN GUEST SPENDING
AT HOTELS & LOCAL
BUSINESSES ANNUALLY

\$660,000,000,000 TO U.S. GDP

1,300,000,000+ OCCUPIED ROOM
NIGHTS ANNUALLY

\$1,100,000,000,000 U.S. SALES*

THE INDUSTRY'S LEADING COMPANIES ARE VALUED AHLA MEMBERS

Marriott
INTERNATIONAL

LOEWS
HOTELS • RESORTS

CHOICE
HOTELS*

OMNI HOTELS
& RESORTS

BW
Best
Western.

HYATT

WYNDHAM
HOTELS & RESORTS

Hilton
HOTELS & RESORTS

RedRoof

RH
remington

IHG

G6
Hospitality

ACCOR

Montage

HEI
HOTELS & RESORTS

INTERSTATE
HOTELS | RESORTS

TERRANEA
L.A.'S OCEANFRONT RESORT

TCOR
HOTEL PARTNERS, LLC

SUMMIT
HOTEL PROPERTIES

CHARTRES LODGING
Genuine, LLC

Sea Island

THG
EST. 1984

Tradewinds
ISLAND RESORTS ON ST PETE BEACH

THE BROADMOOR

STONEBRIDGE
COMPANIES

HOSTMARK
HOSPITALITY GROUP

BOCA RATON RESORT & CLUB
A WALDORF ASTORIA RESORT

SALAMANDER
HOTELS & RESORTS

Watermark Capital Partners, LLC

BENCHMARK
A GLOBAL HOSPITALITY COMPANY

CRESCENT
HOTELS & RESORTS

S
SCHAEFFER
HOTELS

pm HOTEL
GROUP

BRE
HOTELS & RESORTS

RLJ | Lodging Trust

APPLE HOSPITALITY REIT

pebblebrook
HOTEL TRUST

XENIA
HOTELS & RESORTS

VISION
HOSPITALITY GROUP

NewcrestImage

CH **CHESAPEAKE**
HOSPITALITY
experience what's possible.

ASHFORD
HOSPITALITY TRUST

VESTA HOSPITALITY

TISHMAN
HOTELS | REALTY | REAL ESTATE SERVICES

BAYWOOD
HOTELS

CorePoint
Lodging.

CONCORD HOSPITALITY
ENTERPRISES

Waterford
Hotel Group, Inc.

HOST
HOTELS & RESORTS*

KSL
CAPITAL
PARTNERS

CRESTLINE
HOTELS & RESORTS

DONOHUE
Integrity and Vision Since 1881

HERSHA
HERSHA HOSPITALITY TRUST

DIAMONDROCK
HOSPITALITY

AHLA IS THE VOICE AND FACE OF THE ENTIRE HOTEL INDUSTRY.

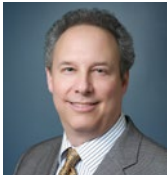
Representing all segments of the hotel and lodging industry, AHLA is proud to serve the entire hotel industry, providing advocacy, education, networking, events, research and more. AHLA strives to provide a variety of benefits to the major brands, independent hotels, management companies, REIT's, bed and breakfasts and more that make up the association's membership.

In addition to a range of member discounts on products, services and events and a library of members-only information resources, the fundamental benefits of AHLA membership include:

- **Advocacy on issues critical to the health and growth of the lodging industry**
- **A place at the table for important policy discussions with influencers and decision-makers**
- **Expert answers and guidance on regulatory matters, crisis management and industry change**
- **Networking opportunities with thousands of colleagues, allies and industry leaders**
- **Timely and curated news, briefs and advisories**
- **Access to industry events, exclusive industry research, professional development and lifelong learning**



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Chairman,
President & CEO,
Pebblebrook Hotel Trust



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President & CEO,
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Corporation



Secretary/Treasurer

Justin Knight
President, CEO
& Director,
Apple Hospitality REIT



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Greg Juceam
President & COO,
G6 Hospitality



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& Resorts



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President & CEO,
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Lodging Association

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Founder, Chairman & CEO,
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Heather McCrory
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Corporate Secretary &
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and Technical Services Company

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Enterprises Company

Chris Manley
COO, Stonebridge Companies

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Thomas Penny
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Mehul Patel
Chairman & CEO, NewcrestImage

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Tarun Patel
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CEO, Hersha Hospitality Trust

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Cornell SC Johnson College of Business

Steve Wahrlich
Owner/ General Manager,
Best Western Plus Clocktower Inn

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Founder & CEO, Cvent

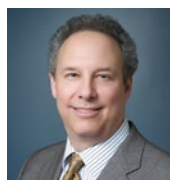
Ben Erwin
President, PSAV

Amanda Hite
President, STR

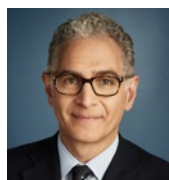
Michael Leone
CCO, PSAV

Tammy Weinbaum
EVP-Global Client Group, Global Merchant Services, American Express

AHLA Executive Committee



Chair of the Board
Jon Bortz
Chairman,
President & CEO,
Pebblebrook
Hotel Trust



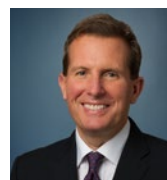
Vice Chair
Mark Hoplamazian
President & CEO,
Hyatt Hotels
Corporation



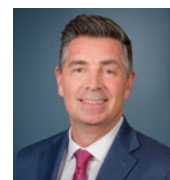
Secretary/Treasurer
Justin Knight
President, CEO
& Director,
Apple Hospitality
REIT



**Chair of the Board
of Trustees**
Greg Juceam
President & COO,
G6 Hospitality

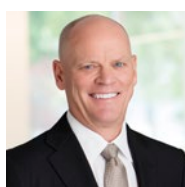


Immediate Past Chair
Geoff Ballotti
President & CEO,
Wyndham Hotels
& Resorts



President & CEO
Chip Rogers
President & CEO,
American Hotel &
Lodging Association

BRAND REPRESENTATIVES



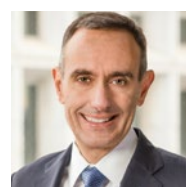
David Grissen
Group President, Americas
Marriott International, Inc.



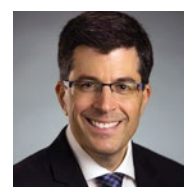
Kevin Jacobs
EVP & CFO,
Hilton



David Kong
President & CEO,
Best Western



Elie Maalouf
CEO, Americas,
InterContinental
Hotels Group



Rob Palleschi
CEO,
G6 Hospitality LLC

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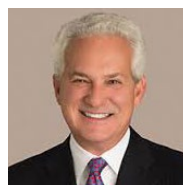
John Arabia
President & CEO,
Sunstone Hotel Investors



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Chairman of the Board,
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Leslie Hale
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& Director,
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Stephen Bartolin, Jr.
Chairman of The Broadmoor
& President of The Broadmoor-
Sea Island Company

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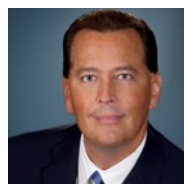
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CHA, President,
B.F. Saul Company
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Walter Isenberg
Co-founder,
President & CEO,
Sage Hospitality



Dave Johnson
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AHLA SPONSORS



**HOSPITALITY'S
LEADING
VENDORS,
& SUPPLIERS
INVEST IN AHLA**





amadeus



GUARDIAN BAND



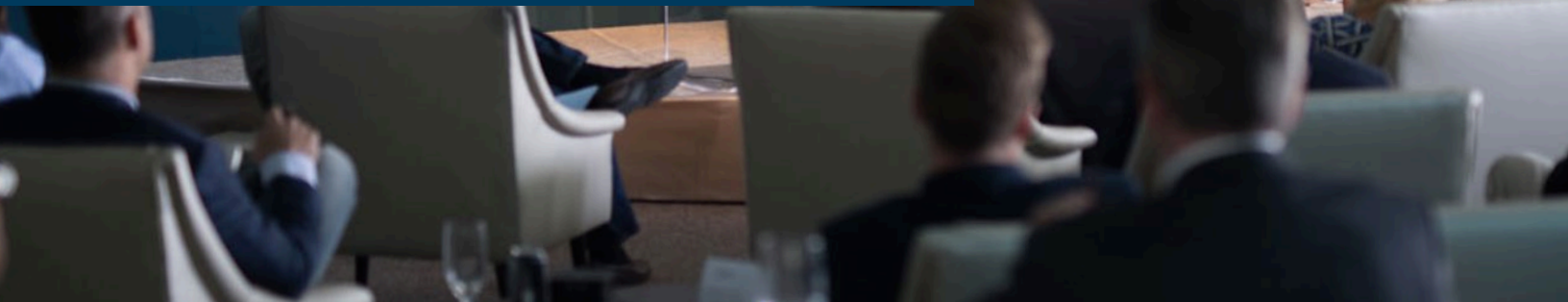
WE HAVE STRONG SUPPORT

AHLA EVENTS: UNPRECEDENTED ENGAGEMENT OPPORTUNITIES WITH THE INDUSTRY'S LEADING DECISION MAKERS

The Forum

Legislative Action Summit

ForWard



AHLA events offer quality networking time with lodging industry leaders, along with branding and exposure opportunities throughout the events, including:

- Exclusive face time with the key decision makers across all aspects of the lodging industry
- Insider access to C-suite executives
- A seat at AHLA's table to voice your priorities and create meaningful connections
- Ability to engage in thought leadership on important issues
- Updates on the latest developments in the industry





THE FORUM: AN AHLA EXPERIENCE™

The Forum is the industry's preeminent thought leadership summit and AHLA's most exclusive event attended by C-Suite hospitality executives. An intimate, invitation-only program, The Forum features some of the most influential leaders from business, politics and today's headlines, future focused to accelerate the success of the organizations that attend.



OPPOSITE PAGE, TOP PHOTO, LEFT TO RIGHT:

Walter Issacson Best-selling Author, Acclaimed Historian and Journalist, and Professor of History, Tulane University

Indra Nooyi Former Chairman & CEO, PepsiCo

Arne Sorenson CEO, Marriott International

THIS PAGE, TOP ROW, LEFT TO RIGHT:

Sheila Johnson Founder and CEO, Salamander Hotels & Resorts

Kevin Warsh Former Member of the Federal Reserve Board

Philip Anschutz Founder, The Anschutz Company

Richard Haass President, Council on Foreign Relations

THIS PAGE, BOTTOM ROW, LEFT TO RIGHT:

Ian Schrager Founder, Ian Schrager Company

Kate Walsh Dean and E. M. Statler Professor at School of Hotel Administration at Cornell University

James Comey Former Director, Federal Bureau of Investigation

THIS PAGE, RIGHT, LEFT TO RIGHT:

Christopher L. Thompson President & CEO, Brand USA

Chris Nassetta President & CEO, Hilton and Chair, WTTC

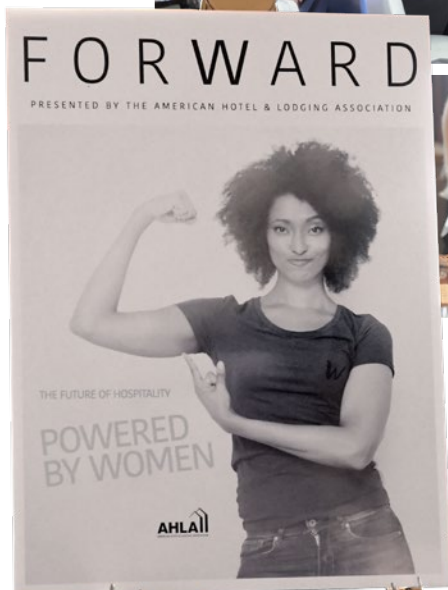


FORWARD

Women Advancing Hospitality

FORWARD: WOMEN ADVANCING HOSPITALITY

ForWard is a high impact event advancing women's leadership in the hospitality industry. The event is attended by influential female executives and emerging leaders within the hotel industry and is a platform for attendees to learn, network, strategize, and share knowledge with one another to help our industry make the next leap ForWard.



TOP ROW, LEFT TO RIGHT:

Marie Carlson Nelson Award Winner
2019 ForWard

MIDDLE ROW, LEFT TO RIGHT:

Joan Bottarini CFO, Hyatt
Colleen Keating COO, Americas, IHG
Mike Marks Senior Vice President ROAR, ForWard Attendee
Katy Kay BBC, Journalist, Author, and Broadcaster

BOTTOM ROW, RIGHT PHOTO, LEFT TO RIGHT:

Adama Iwu VP State Government and Community Relations, Visa and Co-founder of We Said Enough
Amanda Nguyen CEO and Founder of Rise



LEGISLATIVE ACTION SUMMIT (LAS): YOU'VE GOT A MEETING WITH CONGRESS

LAS is a two-day event and includes the hotel industry's official advocacy day on Capitol Hill and a day of programming and networking. Hundreds of hotel executives travel to Washington, D.C. to attend each year to meet their Members of Congress face-to-face and talk about major issues affecting their business. The event is held in partnership with the Asian American Hotel Owners Association (AAHOA) and attended by a diverse cross section of industry leaders and partner state association members.



TOP ROW, LEFT TO RIGHT:

Jim Sprouse Georgia PSA Executive and Congressman **Drew Ferguson**

LAS Delegation from AAHOA

Greg Astley Oregon PSA Executive with **Congresswoman Suzanne Bonamici**

MIDDLE ROW, LEFT TO RIGHT:

LAS Delegation from Florida

Carol Fulkles West Virginia PSA Executive with **US Senator Shelly Moore Capito** and staff

BOTTOM ROW, RIGHT PHOTO, LEFT TO RIGHT:

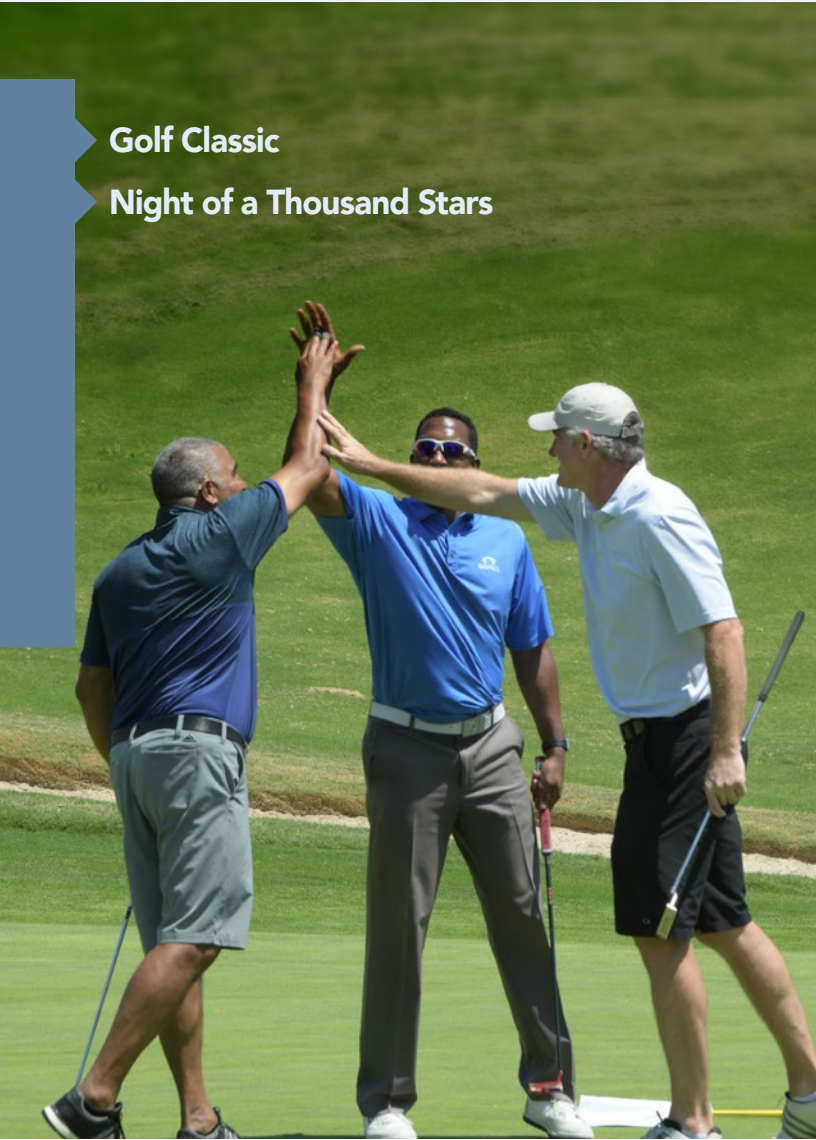
LAS Delegation from Georgia

Doug Dreher President & CEO, The Hotel Group and **US Representative Steve Daines**, Montana

AHLA FOUNDATION EVENTS: **BUILDING TOMORROW'S HOTEL INDUSTRY TODAY**

Golf Classic

Night of a Thousand Stars



The charitable giving arm of the American Hotel & Lodging Association is dedicated to helping people build careers that improve their lives and strengthen the lodging industry.

For over 60 years, the Foundation has helped fill the talent pool and advance the lodging industry workforce through three primary programs:

- 1 | Funding scholarships to promising hospitality students**
- 2 | Investing in workforce development programs**
- 3 | Funding essential research that address critical industry issues**

We rely solely on contributions from generous companies and individuals who want to give back to the hotel industry and ensure its sustained success.

MISSION

From lifting individuals out of poverty and connecting them with a life-long career in the industry to providing certifications to promote current hotel employees into leadership positions, AHLA Foundation programs are changing the industry by changing lives. By sponsoring the Golf Classic or Night of a Thousand Stars events, you can help us make this change.



"Now I believe in myself. No matter what happens in my life, I can overcome it and do better. I have found a home in hospitality, and I want to thank the AHLA Foundation for providing the grant that gave me a new beginning."

QUI SOLOMON

WAS HIRED AS A COOK 1 AT THE HYATT REGENCY ORLANDO AFTER ATTENDING AN AMERICAN HOTEL & LODGING FOUNDATION-FUNDED HOSPITALITY PROGRAM.



"American Hotel & Lodging Foundation [formerly AHLEF]'s apprenticeship program provided me with the knowledge to excel in hotel leadership."

DANIEL OVICHEGAN

WAS PROMOTED TO A GENERAL MANAGER AFTER COMPLETING AHLF'S LODGING MANAGER APPRENTICESHIP PROGRAM.

We have big plans!

In the next five years, we plan to:

- Enroll **50,000 apprentices** into new and existing apprenticeship programs
- Certify **125,000 job seekers** and current employees with industry certifications
- Train and certify **8,000 Opportunity Youth**
- Help **5,000 employees** earn a college degree at no cost
- Award more than **\$5 million in scholarships**

You can help us get there.





THE GOLF CLASSIC: DRIVE FOR THE FUTURE

The annual Golf Classic raises funds for student scholarships, grants, and research programs. Participation in this event supports the future of the hotel industry and the next generation of hoteliers. In its 30+ year history, we have raised \$3.2 million to support the Foundation efforts.

Sponsors get all the attention - at the tee, in your welcome bag, at meals, and more. With a sponsorship model and variety of options to reach the industry's key decision makers in a relaxed, informal setting, you have a strategic opportunity to get noticed all while contributing to the success of the Foundation.





NIGHT OF A THOUSAND STARS

This star-studded event attended by “Who Who’s” of the hotel business, celebrates the best and brightest of our industry.

The event features the industry’s premiere national awards show (The AHLA Stars of the Industry Awards), a welcome program for AHLA’s incoming chair and all funds go to support our mission.

By sponsoring this event you are helping to provide hope and opportunity to unemployed youth and aspiring hotel employees who seek to improve their lives through a career in hospitality.



TOP ROW, LEFT TO RIGHT:

Foundation Beneficiaries

Jenna Bush Hager American News Personality, Author, and Journalist

MIDDLE ROW, LEFT TO RIGHT:

Maria Delgado Room Attendant, Hyatt Regency O'Hare 2019 North Star Award Finalist

Foundation Beneficiaries and Stars of the Industry Award Recipients

Night of a Thousand Stars attendee

When it comes to providing quality time with lodging industry leaders, committee sponsorship has no equal in generating leads and collecting market insights. Engage in thought leadership with key decision makers across all aspects of the lodging industry to closely align your business with our most engaged members. Secure a seat with the inner circle to take your industry relationships and business to the next level.

- Career Development Committee
- Communications Committee
- Consumer Innovation Forum
- Financial Management Committee
- Food & Beverage Committee
- General Counsel Committee
- Hospitality Investment Roundtable
- Human Resources Committee
- Labor Relations Committee
- Owner/Management Councils
- Resort Committee
- Risk Management Committee
- Safety & Security Committee
- Sustainability Committee
- Women in Lodging Executive Committee



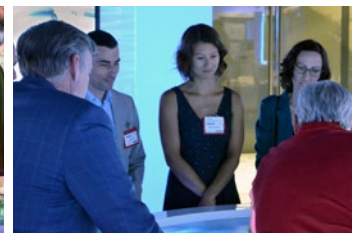
Greg Juceam President & CEO G6 Hospitality
Malaika Myers Chief Human Resources Officer, Hyatt
Tom Bardenett Executive Vice President Asset Management, RLJ Corporation



Jean Luc Baron COO of Lifestyle and Urban Hotels, White Lodging Services



Marc Ehrler Vice President, Corporate Chef America's, Hilton
Denise Naguib Vice President Sustainability and Supplier Diversity, Marriott International
Paul Fiala Vice President Food & Beverage, Four Seasons Hotels & Resorts
Caitrin O'Brien Senior Manager Corporate Responsibility, Hilton



Randy Gaines Senior Vice President, Operations & New Development, Hilton
Scot Cameron Vice President Capital Assets, Concord Hospitality
Marie Fukudome Director, Environmental Affairs, Hyatt
Marjorie Petit Director of Sustainability, Accor Hotels & Resorts

2020 Resort Committee Meeting, October 7-10, 2020
The Broadmoor, Colorado Springs, CO





MAKE YOUR PLANS NOW FOR 2020.

Event

Night of A Thousand Stars

Night of a Thousand Stars

This star-studded event, attended by "Who Who's" of the hotel business, will celebrate our best and brightest at the industry's premier national awards show, *AHLA Stars of the Industry Awards*. We'll also roll out the red carpet and welcome AHLA's new incoming Board Chair. This inspiring evening will support AHLA's Foundation and its efforts to provide hope and opportunity to unemployed youth and aspiring hotel employees who seek to improve their lives through a career in hospitality.

AHLA Board of Directors Meeting

The AHLA Board of Directors Meeting is a gathering of the association's core leadership and comprised of leading industry executives.

AHLA Board of Directors and/or AHLA Foundation Board of Trustees Dinner

An exclusive dinner with the AHLA Board of Directors comprised of leading industry executives from brands, ownership groups, management companies, independent properties and state associations.

AHLA Owner/Management Council Meetings

The AHLA Owner and Management Council meeting is held twice a year in conjunction with the annual ALIS conference and the NYU International Hospitality Industry Investment Conference.



The Forum: An AHLA Experience™

This invitation-only event is two days of networking with the industry's top executives, and features unique speakers, and an exclusive reception. The Forum provides a platform for hospitality executives to discuss priority issues and the path forward for the nation's lodging industry.



AHLA Safety Summit

AHLA Safety Summit

The AHLA Safety Summit is an educational conference where decision makers discuss the hotel industry's long-standing commitment to workplace safety and share industry best practices and protocols.



ForWard: Women Advancing Hospitality

ForWard is the industry's premier event focused on celebrating and inspiring female leadership within hospitality. The event provides attendees a platform to learn, network, strategize, mentor and share knowledge with one another to help our industry make the next leap forward.



Golf Classic

This annual event is devoted to supporting educational opportunities and scholarships for rising hospitality hopefuls. Attendees enjoy three days of unlimited golf and informal opportunities to connect with fellow industry leaders. As a sponsor, you will have unparalleled visibility at this popular event.



Legislative Action Summit

Hotel executives from across the country travel to Washington D.C. for this two-day event where attendees meet their Members of Congress and learn about the major issues affecting the industry. The event is held in partnership with the Asian American Hotel Owners Association (AAHOA) and is attended by a diverse cross section of industry leaders and partner state association members.



AHLA Resort Committee Annual Meeting

Resort owners and operators meet annually for three days to share best practices and enjoy educational opportunities. As a sponsor, you will enjoy unlimited opportunities to spend meaningful time with iconic resort executives.

AHLA Committees

AHLA has several committees focused on core specialties of the industry. The majority of committees meet twice a year and are comprised of industry professionals working in each area of interest. AHLA Committees include: Communications Committee, Consumer Innovation Forum, Financial Management Committee, Food & Beverage Committee, General Counsel Committee, Hospitality Investment Roundtable, Human Resource Committee, Labor Relations, Resort Committee, Risk Management Committee, Safety & Security Committee, Sustainability Committee, and Women In Lodging Executive Committee.

Dates/Location	Attendees	Sponsorship Opportunities	
January 17, 2021 Los Angeles, CA	AHLA Board of Directors, AHLEF Board of Trustees, 400+ senior executives from major brands, management companies and ownership groups.	Beneficiary: \$10,000 Benefactor: \$15,000 Visionary: \$25,000	
April 1 Sagamore Pendry Baltimore, MD November 13 Washington, DC	AHLA's Board of Directors is comprised of premier industry leaders.	Board of Directors Meeting Sponsor: \$15,000	
March 31 Baltimore, MD November 12 Washington, DC Additional events TBD	AHLA Board of Directors and the AHLEF Board of Trustees.	Dinner Sponsor: \$25,000	
June 2020 Marriott Marquis New York City, NY	Over 50 members from AHLA's Owner and Management Councils.	Meeting Sponsor: \$15,000	
March 30-31 Sagamore Pendry Baltimore, MD	120+ of the most influential C-Suite industry leaders representing major brands, management companies and ownership groups.	Contributing Underwriter: \$25,000 Supporting Underwriter: \$50,000 Presenting Underwriter: \$100,000	
June 11 Marriott Marquis Washington, DC	Hotel operators, safety and security leaders, risk management professionals.	Supporting Sponsor: \$5,000 Presenting Sponsor: \$10,000	
June 24-25 Hilton Chicago Chicago, IL	400+ senior leaders from all aspects and segments of the lodging industry.	ForWard Attendee Sponsor: \$5,000 ForWard Supporting Sponsor: \$10,000 ForWard Sponsor: \$25,000 Annual ForWard Presenting Sponsor: \$45,000	
August 23-26 The Broadmoor Colorado Springs, CO	150+ leading hotel executives, decision makers, industry partners and allied members.	Par Sponsor: \$5,000 Birdie Sponsor: \$10,000 Eagle Sponsor: \$15,000 Hole-In-One Sponsor: \$20,000	Opportunities to Play Twosome: \$8,200 Foursome: \$16,400
September 16-17 Marriott Marquis Washington, D.C.	400+ general managers and operators plus senior industry leaders engaged in policy creation.	Legislative Action Summit Reception Sponsor: \$15,000 Legislative Action Summit Sponsor: \$25,000	
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