A silhouette of a person with their right arm raised in a fist, set against a bright sun low on the horizon. The background transitions from a warm orange glow near the sun to a deep blue sky. The person's hair is blowing in the wind.

There's a movement that's gaining momentum.  
Make sure you have a seat at the table.

Let us introduce you to

# FORWARD

Women Advancing Hospitality

# FORWARD

Women Advancing Hospitality

What's FORWARD all about?

- Delivering a high impact event to advance women's leadership.
- Creating a platform for high-level thought leadership, education, networking, and open dialog to identify more opportunities for women.
- Promoting mentorship by encouraging senior executives to bring high-potential emerging leaders to the event.

# FORWARD 2020 ADVISORY COMMITTEE

**Kathy Burns**

Managing Partner  
Sea Pine Partners

**Mary Beth Cutshall**

EVP & Chief Development  
Officer, HVMG  
Managing Partner, Amara Capital

**Karen DiFulgo**

Chief People Officer  
Benchmark Hospitality

**Dorothy Dowling**

SVP & Chief Marketing Officer  
Best Western Hotels & Resorts

**Mary Falvey**

Chief Administrative Officer  
Wyndham Hotels & Resorts

**Andrea Foster**

Senior Vice President, Development  
Marcus Hotels & Resorts

**Mara Francis**

Senior Director  
Global Sales & Strategic Partnerships  
PepsiCo

**Laura Fuentes**

Chief Talent Officer  
Hilton

**Krissy Gathright**

EVP & Chief Operating Officer  
Apple Hospitality REIT

**Terri Haack**

President  
Terranea Resort

**Erica Hageman**

EVP & General Counsel  
Interstate Hotels & Resorts

**Joanne Hamilton**

EVP of Human Resources & Corporate  
Responsibility  
Host Hotels & Resorts

**Judy Hendrick**

Chief Financial Officer  
Aimbridge Hospitality

**Marina MacDonald**

Chief Marketing Officer  
Red Roof

**Malaika Myers**

Chief Human Resources Officer  
Hyatt

**Jagruti Panwala**

AAHOA Chairwoman  
President & CEO  
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Marriott International

**Allison Reid**

Chief Development Officer  
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**Ama Romaine**

General Counsel & Chief Compliance Officer  
G6 Hospitality

**Vail Ross**

SVP, Global Business Development &  
Marketing  
STR

**Joy Rothschild**

Chief Human Resources Officer  
Omni Hotels & Resorts

**Michelle Rutledge**

Director  
Ferguson Partners

**Julienne Smith**

SVP, Upscale Development and Transactions  
& Asset Management  
IHG

**Dianna Vaughan**

SVP & Global Head, All Suites Category  
Hilton

**Monica Xuereb**

Chief Revenue Officer  
Loews Hotels & Co.

*\*As of March 10, 2020*



# ALL-TIME WINNINGEST COACH IN U.S. SOCCER HISTORY



## Jill Ellis

Former Head Coach,  
U.S. Women's National  
Soccer Team

*"Be honest about how good  
you are; don't let your perception  
of your abilities skew lower than  
your actual abilities." Jill Ellis*

# FORWARD

Women Advancing Hospitality

## The Benefits of Sponsorship

1

Thought  
Leadership

2

Industry-wide  
Impact

3

Access to  
the C-suite

### ForWard Sponsor \$25,000

- Priority seating for six attendees
- Integration into the conference either as a co-sponsor of a program segment or a breakout session
- Reserved seating for all attendees
- Half page advertisement in the on-site program
- One attendee eligible to join the ForWard Advisory Committee Dinner on June 24<sup>th</sup>
- ForWard Supporting Sponsor benefits

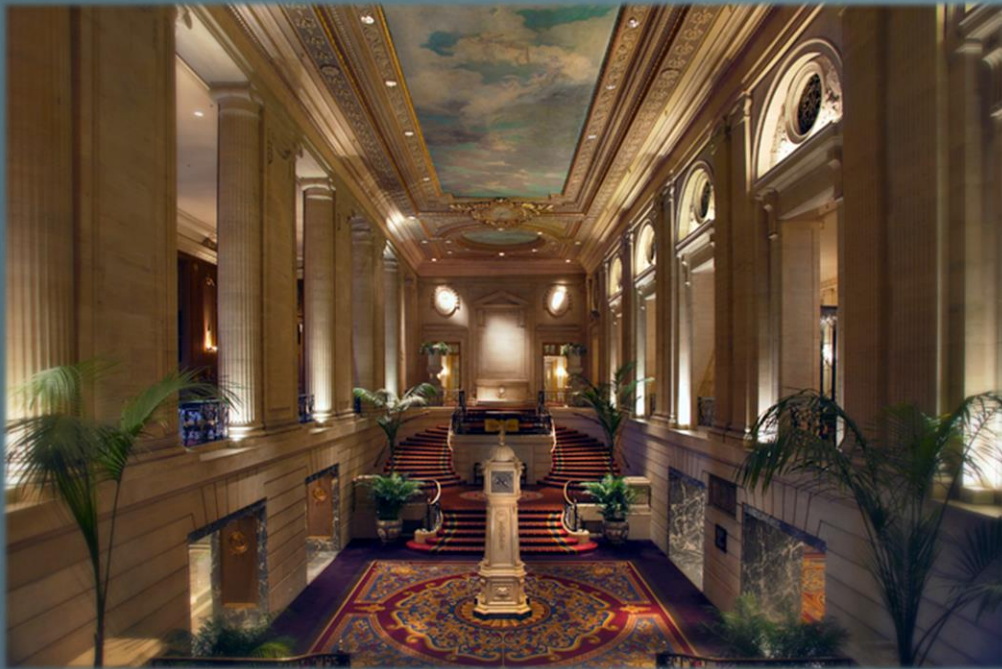
### ForWard Supporting Sponsor \$10,000

- Includes four attendees and recognition as a ForWard Supporting Sponsor
- Corporate logo included on all marketing material related to the ForWard conference
- Two slides included in the on-site logo loop (i.e. logo and promotional)
- Pre-event attendee list

# FORWARD

Women Advancing Hospitality

**June 24-25, 2020 Chicago Hilton**



## ForWard Presenting Sponsor \$45,000

- Your company recognized as a presenting sponsor of the ForWard conference
- Your company recognized as a presenting sponsor at all ForWard branded events
- Co-branded ForWard blogpost
- Recognized as a Presenting Sponsor on the ForWard website
- Co-branded Women's Leadership Webinar
- Bespoke opportunity for a senior executive to contribute to the conference program
- Sponsorship category exclusivity
- One executive invited to join the ForWard Advisory Committee
- Co-branded welcome gift/give away at the conference
- Co-branded electronic and print signage at the event
- Full page advertisement in the on-site conference program
- Reserved seating for your attendees
- One attendee eligible to join the ForWard Advisory Committee dinner on June 24th
- Your company logo included on all marketing material related to the ForWard conference
- Two slides included in the on-site logo loop (i.e. logo and promotional)
- Pre-event attendee list