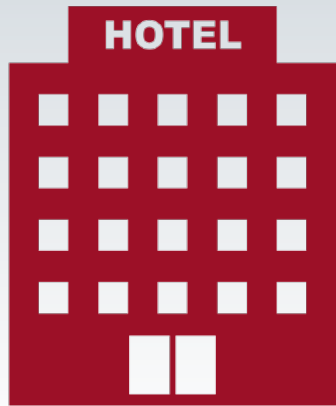


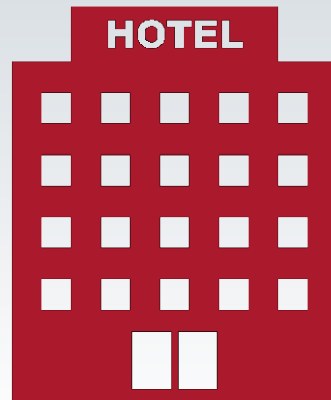


# **Vendor/Service Provider Engagement Opportunities**

# Leading Industry Association



**10<sup>OUT OF</sup> 10**  
**LARGEST**  
**U.S. HOTEL**  
**COMPANIES**



**80%**  
**OF ALL FRANCHISE**  
**HOTELS**



**30,000+**  
**MEMBERS**

# Representing all segments of the industry

## BRANDS



## OWNERS



## MANAGEMENT COMPANIES



## INDEPENDENT PROPERTIES





# Value Proposition

## Efficient Platform

AHLA represents an efficient platform and investment that enables you to speak to all segments of the US hotel industry in a single conversation.



## Executive Engagement

Engagement with AHLA offers intimate networking time with industry's top CEOs and decision makers at events and committee meetings.



## Brand Visibility

AHLA's communication channels, events, and research platforms offer great opportunities to reinforce brand visibility and demonstrate thought leadership showcasing your company's newest innovations and support for the US hotel industry.



# Signature AHLA & AHLA Foundation Events

## AHLA

- [The Hospitality Show](#)
- [ForWard®: Women Advancing Hospitality](#)
- The Forum: An AHLA Experience™
- [AHLA On The Road series](#)
- Committee Meetings (*varies by committee*)

## HTNG Technology Conferences

- [Connect: Asia-Pacific](#)
- [HTNG and Hotec Europe](#)

## AHLA Foundation

- [Night of a Thousand Stars Gala](#)
- [OFF-SITE: The New Classic](#)
- [OFF-SITE: Las Vegas](#)
- [Castell BUILD & ELEVATE](#)



# AHLA & HTNG: Driving Industry Technology

## SHAPING THE INDUSTRY

by developing industry-wide advancements in operations, technology standards and guest experience

## CONNECTING

global hotel technology leaders, vendors and start ups with C-level brand, owner, and management company executives

## BUILDING PUBLIC POLICY

with a wider platform to address industry issues such as platform regulation, privacy, security, and other regulatory areas

## ELEVATING

the visibility of hospitality technology through the leading association representing the entirety of the hotel industry



# Service Provider/Supplier Engagement Opportunities

## Premier Partner

Long-term strategic engagement with key decision-makers; touchpoints throughout the year for maximum visibility. Tiered level program.














## Event Sponsor

Support and recognition per event or committee meeting; pricing varies based on event/meeting and level of participation.

## Member

Choose from a range of options, introductory memberships, combination offerings with HTNG, Allied+ and more.

# AHLA Vendor Membership Offerings

	Start Up (HTNG only) \$1k, \$2k, or \$3k <small>*qualifications required</small>	Allied \$3k	Allied HTNG Combo \$5k	Allied+ \$10k
HTNG Events				
HTNG Working Groups				
HTNG Member Communications				
AHLA Member Communications & Login				
Dedicated communication & elevated visibility				

*\*\*detailed member benefits provided in subsequent slides*



# Elevated Engagement Opportunities

	AHLA Event or Committee Meeting Sponsor *Prices Vary	Allied+ and Event Sponsorship Package \$25k	AHLA Premier Partner \$50k (Silver) \$100k (Gold) \$200k (Platinum)
Logo Recognition	✓	✓	✓
Executive Engagement	✓	✓	✓
HTNG Workgroups		✓	✓
AHLA Committees			✓
Website Spotlight Page			✓

*\*\*detailed member and partner benefits provided in subsequent slides*

# Key Partner Benefits

**Executive  
Engagement**

**Increased brand  
visibility**

**Deliver thought  
leadership**

**Discover market  
insights**

**Be recognized  
as an industry  
leader**

# Premier Partner Program

PARTNER TIERS/BENEFITS	 AHLA Platinum Partner	 AHLA Gold Partner	 AHLA Silver Partner
Board Presence	✓		
Executive Engagement	✓	✓	
Relationship Management	✓	✓	<i>Part-time support</i>
Committee Participation	✓	✓	✓
Marketing & Communications	✓	✓	✓
AHLA Membership	✓	✓	✓
AHLA/AHLAF Event Discounts	✓	✓	✓

# Be in Good Company

## AHLA PARTNERS

### PLATINUM



### GOLD



### SILVER



# Join Us Today!

**Have more questions and want to discuss opportunities with an AHLA team member?** Please contact [membership@ahla.com](mailto:membership@ahla.com).

**Ready to fill out a membership application?**

Please contact Ann Cothran, [acothran@ahla.com](mailto:acothran@ahla.com).