



Premier Partnership Opportunities

Representing all Segments of the Hotel Industry



3.2 MILLION
ROOMS



30,000 +
MEMBERS



TOP HOTEL
COMPANIES

OWNERS



BRANDS



MANAGEMENT COMPANIES



INDEPENDENT PROPERTIES



Value Proposition

Shape the Future of Hospitality

An efficient platform to speak to all segments of the US hotel industry



Broaden Visibility

Intimate networking with industry CEOs and top decision-makers via events and committee meetings



Elevate Your Business

Opportunities to demonstrate thought leadership, showcase data and innovations, and reinforce brand visibility in front of your target customers



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Officer, Wyndham Hotels & Resorts

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Hersha Hotels & Resorts
Scott Steilen
President & CEO,
Sea Island Company, LLC
Lindsey Ueberroth
CEO, Preferred Hotels
& Resorts

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, tech-focused memberships, Allied+ and more.

Partnering to Advance the Industry



Executive
Engagement

Increased
brand
visibility

Deliver
thought
leadership

Premier Partner Program

PARTNER TIERS/BENEFITS	 AHLA Platinum Partner	 AHLA Gold Partner	 AHLA Silver Partner	 AHLA Associate Partner
Board Presence	✓			
Executive Engagement	✓	✓		
Relationship Management	✓	✓	✓	✓
Committee Participation	✓	✓	✓	<i>1 Committee only</i>
Marketing & Communications	✓	✓	✓	✓
AHLA Membership	✓	✓	✓	✓
AHLA/AHLAF Event Discounts	✓	✓	✓	✓



**Contact the Strategic
Partnerships and Business
Development Team to learn more**

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