

2026 AHLA/AHLAF EVENT CALENDAR

MAKE YOUR PLANS NOW

Current as of 12/2025

| EVENT | DATES/LOCATION | ATTENDEES | SPONSORSHIP OPPORTUNITIES |
|---|---|---|---|
| Night of a Thousand Stars AHLA FOUNDATION  <p>Join us for the 8th Annual Gala as we gather hospitality leaders together to celebrate our industry Stars and support the future workforce. The Night of A Thousand Gala has raised over \$5 million dollars and provides resources to fund scholarships, apprenticeships, and grants to community-based partners across the country.</p> | January 25, 2026 Fairmont Century Plaza Los Angeles, CA | AHLA Board of Directors, AHLAF Board of Trustees, 500+ senior executives from major brands, management companies and ownership groups. | Presenting Sponsor: \$50,000 Visionary Sponsor: \$25,000 Benefactor Sponsor: \$16,000 |
| Hospitality Show Regional Events AHLA  <p>Brought to you by AHLA and Hotel Management, in partnership with the local hotel association, this event series brings local owners/operators and hotel executives together for a half-day conference to share latest market trends, advocacy priorities and updates. The event also includes a vendor expo and reception/networking opportunities.</p> | January 29: Chicago, IL February 12: Honolulu, HI March 12: Seattle, WA June 4: Phoenix, AZ September 9: Philadelphia, PA | Hoteliers and vendors from all segments of the industry looking to engage at the local level. | Regional Sponsor: \$5,000 National sponsorship available; contact Robert Stuckey at rstuckey@ahla.com |
| FORWARD/BUILD&ELEVATE AHLA FOUNDATION  <p>The FORWARD/BUILD&ELEVATE programs are designed to empower and support women, by providing training, mentorship and networking opportunities in the hospitality sector</p> | February 17-19 | ELEVATE attendees are VPs, SVPs, GMs, with 12+ years of progressively responsible experience BUILD Attendees are mid-to-senior level managers, directors & new VPs | Registration Only |
| Responsible Stay Summit AHLA  <p>Join the conversation as hotel leaders and sustainability experts convene to discuss what's next in the landscape of sustainability and advance the industry's efforts in energy efficiency, water conservation, waster reduction, and responsible sourcing.</p> | March 3-4, 2026 Hilton McLean McLean, VA | Sustainability experts. from major brands, ownership groups, management companies, and independent properties | Presenting Sponsor: \$20,000 Summit Sponsor: \$10,000 Supporting Sponsor: \$5,000 |
| Food & Beverage Summit AHLA  <p>Explore the future of food & beverage in hospitality at this focused event designed for hotel leaders and operators. Dive into strategies to optimize F&B operations, enhance guest experiences, and drive profitability through innovation, sustainability, and culinary excellence.</p> | March 3-4, 2026 Hilton, McLean McLean, VA | Food and beverage operations experts from major brands, ownership groups, management companies, and independent properties | Presenting Sponsor: \$20,000 Summit Sponsor: \$10,000 Supporting Sponsor: \$5,000 |
| FORWARD/26 AHLA FOUNDATION  <p>FORWARD recognizes the women of the hospitality industry and champions the next generation of leaders. FORWARD/26 is the program's pinnacle event and provides attendees an opportunity to hear from hospitality industry leaders, learn and grow with tailored sessions, and network with peers.</p> | April 16-17, 2026 Signia by Hilton, Atlanta Atlanta, GA | 900+ senior and emerging leaders from all aspects and segments of the lodging industry. | Presenting Sponsor: \$50,000 Catalyst Sponsor: \$25,000 Supporting Sponsor: \$15,000 |
| Hotels on the Hill AHLA  <p>Join AHLA members from across the country to meet with Members of Congress from your home state and share the issues most impacting your business, your guests and the great people who work in our industry.</p> | May 12-13 2026 Washington D.C. | 200+ Hotel owners and operators and industry executives from across the country. | Information coming soon |

Please contact Allison Friedman (afriedman@ahla.com) for available sponsor opportunities



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| No Room for Trafficking Summit AHLA FOUNDATION  <p>To mark the World Day Against Trafficking Persons, AHLA Foundation hosts the NRFT Summit to announce Survivor Fund grantees and unite the industry. Join hospitality leaders and industry partners as we learn more about critical efforts to drive innovation and impact in the fight against human trafficking.</p> | July 30, 2026 Washington, D.C. | Invite only | Presenting Sponsor: \$15,000 Reception Sponsor: \$10,000 Summit Friend Sponsor: \$5,000 |
| HTNG Tech Summit AHLA  <p>Attendees will engage in hands-on workgroup sessions, gain insights from thought-provoking general sessions, and connect with leading innovators and decision-makers shaping the next wave of hospitality tech. With a strong emphasis on solving real-world technology challenges, this summit offers a unique platform to contribute, collaborate, and create meaningful impact.</p> | August 19-20 Redwood City, CA | 100+ AHLA members: hoteliers and vendors at Allied Tech level and above | Information coming soon |
| OFF-SITE: The Classic AHLA FOUNDATION  <p>Devoted to supporting hospitality workforce development programs and education, attendees enjoy three days of networking with C-suite executives and industry leaders while participating in a 36-hole tournament or specially curated social activities.</p> | August 24-26, 2026 The American Club Kohler, WI | 200+ leading hotel executives, decision makers, industry partners and allied members. | Hole-In-One Sponsor: \$20,000 Eagle Sponsor: \$15,000 Birdie Sponsor: \$10,000 Par Sponsor: \$5,000 Registration[*]: Foursome \$18,000 Twosome \$9,000 <small>*Pricing subject to change.</small> |
| HTNG Connect: Europe AHLA  <p>These signature HTNG events bring together key industry decision makers in their region to network with top industry experts and discuss the future technology trends impacting the hospitality industry.</p> | September 2026 Location TBD | 150+ hoteliers and vendors from the European region. | Please contact Laura Folkl, lfolkl@ahla.com for a full list of sponsor opportunities |
| AHLA Resort Committee Annual Meeting AHLA  <p>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.</p> | September 13-16, 2026 Madden's on Gull Lake Brainerd, MN | Over 70 resort executives with their spouses. | Presenting Sponsor: \$20,000 Supporting Sponsor: \$15,000 Sponsorship includes 3-nights accommodations and meals for one attendee (and visibility across all event functions) |
| The Hospitality Show AHLA  <p>Brought to you by The American Hotel & Lodging Association (AHLA) and Hotel Management, this new collaborative event serves as the convergence of leaders in hotel operations and technology. Designed for senior executives of hotel brands, independent properties, owners and management companies, developers, investors and technology partners. The Show will provide attendees with the perfect mix of discovery, networking, education and curated buying experiences.</p> | November 2-4, 2026 Miami, FL | Senior Brand Executives, owners, Operators, Developers, Procurement, Technology Partners, Vendors and other Industry Leaders with their teams | Please contact Robert Stuckey at rstuckey@ahla.com for full list of sponsor opportunities |
| GM Summit AHLA  <p>The must attend annual event bringing together hotel GMs from across the country to hear from expert speakers, share best practices, network, and celebrate the industry's best GMs via the GM of the Year Awards</p> | November 2, 2026 Miami, FL | General Managers from hotels across the country, including independent properties and resorts. | Presenting Sponsor: \$15,000 Summit Sponsor: \$5,000 |
| AHLA Committees AHLA  <p>AHLA Committees are content-focused groups that build upon a cross-section of knowledge and experience across all segments of AHLA's membership. Meetings focus on opportunities and challenges, elevate best practices and shape the future of the lodging industry. View list of AHLA committees</p> | Regular meetings throughout the year, virtual and in-person options available | Decision-makers and leaders from across AHLA's hotel membership. | Extended Meeting: Virtual Meeting: \$2,500 <small>*Pricing subject to change</small> Presenting: \$10,000 Supporting: \$5,000 Standard Meeting: Presenting: \$5,000 Supporting: \$3,000 |