





























# 2024 AHLA/AHLAF EVENT CALENDAR

# MAKE YOUR PLANS NOW

Current as of November 2023

EVENT	DATES/LOCATION	ATTENDEES	SPONSORSHIP OPPORTUNITIES
 <p><b>Human Trafficking Prevention Month</b> <b>AHLA Foundation</b> This is a presidentially designated observance designed to educate the public about human trafficking and the role they can play in prevention.</p>	January		
 <p><b>National Human Trafficking Awareness Day</b> <b>AHLA Foundation</b> Also known as #WearBlueDay, this day was designated by Congress in 2007 and is recognized each year to raise awareness of human trafficking.</p>	January 11		
 <p><b>Night of a Thousand Stars</b> <b>AHLA Foundation</b> 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, <i>AHLA Stars of the Industry Awards</i>. 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.</p>	January 21 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: \$15,000
 <p><b>AHLA State Lodging Conference Series</b> <b>AHLA</b> Held in major markets around the country in collaboration with our state lodging partners. This series provides a dynamic opportunity to connect with the larger hotel community and hear the latest market trends and policy updates from industry leaders and experts.</p>	20 events around the country	Hoteliers and vendors from all segments of the industry looking to engage at the local level.	Title Sponsor: SOLD OUT Cocktail Reception Sponsor: \$7,500/market 30-second commercial \$2,500/single market; \$25K entire series Vendor Expo Tabletop Display 1K subject to market availability *market exclusions Hawaii, NYC and Dallas Leadership Meals: \$2,000
 <p><b>Responsible Stay Summit</b> <b>AHLA Responsible Stay</b> An ESG thought-leadership summit focusing on sustainability programs and goals.</p>	February 28 Washington, D.C	AHLA members from major brands, ownership groups, management companies, and independent properties and sustainability experts.	Title Sponsor: \$25K Dinner Sponsor: \$20K Cocktail Reception: \$15K Sustainability Committee and Summit Sponsor: \$10K Summit only sponsor: \$5K
 <p><b>Women's History Month</b> <b>AHLA Foundation</b> This month commemorates and encourages the study, observance, and celebration of the vital role of women in American history.</p>	March		
 <p><b>ForWard: BUILD and ELEVATE</b> <b>AHLA Foundation</b> The ForWard BUILD and ELEVATE programs accelerate women's careers in hotels and across the hospitality industry.</p>	ELEVATE: March 5-7 Washington, D.C. BUILD: March 6-8 Washington, D.C.	BUILD Attendees are mid-to-senior level managers, directors & new VPs ELEVATE attendees are VPs, SVPs, GMs, with 12+ years of progressively responsible experience	For sponsorship opportunities see ForWard.
 <p><b>International Women's Day</b> <b>AHLA Foundation</b> This is a global day celebrating the social, economic, cultural, and political achievements of women.</p>	March 8		
 <p><b>Earth Day</b> <b>AHLA Responsible Stay</b> To reduce our environmental footprint, America's hotels are helping to provide travelers with a #ResponsibleStay by prioritizing energy efficiency, reducing waste, conserving water, and sourcing responsibly. #EarthDay</p>	April 22		
 <p><b>ForWard: Women Advancing Hospitality</b> <b>AHLA Foundation</b> ForWard launched in 2018 as an annual conference to recognize the women of the hospitality industry and champion the next generation of leaders. Since then, it has grown to a year-round platform for engagement and vehicle to highlight female leaders. From in-person to online, thought leadership education to networking, ForWard harnesses the power of women to elevate the hospitality industry.</p>	April 29 - May 1 Hyatt Regency McCormick Place, Chicago, IL	400+ 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* ForWard Activation Sponsor: \$7,500 ForWard Friend: \$5,000 *Includes Castell sponsorship recognition Please contact Lindsay Miller <a href="mailto:lmiller@ahla.com">lmiller@ahla.com</a> for available sponsorship opportunities.
 <p><b>HTNG Events</b> <b>AHLA</b> 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>	Asia Pacific Conference   May 8-10 Marina Bay Sands, Singapore European Conference   Date TBD Manchester, United Kingdom	150+ hoteliers and vendors from geographically diverse regions around the globe.	Please contact <a href="mailto:lfolk@ahla.com">lfolk@ahla.com</a> for full list of sponsor opportunities.
<p><b>National Tourism Day</b> <b>AHLA</b> National Tourism Day is a day dedicated to celebrating the importance of tourism in the United States. It recognizes the contributions of this industry to our economy and the countless experiences it offers to travelers.</p>	May 9		
 <p><b>National Travel and Tourism Week</b> <b>AHLA</b> Established in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day. #NTTW24</p>	May 19-25		
 <p><b>No Room For Trafficking Summit</b> <b>AHLA Foundation</b> An event that aims to eradicate human trafficking by uniting the hotel and lodging industry around collective anti-trafficking efforts.</p>	July 30 Location TBD	Hospitality industry leaders, public and private sector partners	Please contact Lindsay Miller <a href="mailto:lmiller@ahla.com">lmiller@ahla.com</a> for available sponsorship opportunities.
 <p><b>World Day Against Trafficking in Persons</b> <b>AHLA Foundation</b> This day aims to raise awareness of disturbing developments and trends identified by UNODC and calls on governments, law enforcement, public services, and civil society to assess and enhance their efforts to strengthen prevention, identify and support victims, and end impunity.</p>	July 30		

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 <p><b>OFF-SITE: The New Classic</b> <b>AHLA</b>                      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 18-21 Crystal Springs Resort, Hamburg, NJ	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 Please contact Lindsay Miller <a href="mailto:lmiller@ahla.com">lmiller@ahla.com</a> for available sponsorship opportunities. <b>Opportunities to Attend</b> Twosome: \$9,000 Foursome: \$18,000 <i>Pricing subject to change.</i>
 <p><b>World Water Week</b> <b>AHLA Responsible Stay</b>                      AHLA, our members, and partners celebrate #WorldWaterWeek by taking action to implement water efficiency measures that conserve and reduce water usage in hotels. #ResponsibleStay aligns the hotel industry to prioritize water conservation practices. #EveryDropCounts</p>	August 19-23		
 <p><b>Workforce Development Month</b> <b>AHLA Foundation</b>                      Created in 2005 by the National Association of Workforce Development Professionals (NAWDP) to raise awareness about the importance of our industry to a growing national economy.</p>	September		
 <p><b>National Hotel Employee Day</b> <b>AHLA</b>                      National #HotelEmployeeDay was created by AHLA. It's a day when our industry comes together to thank hotel employees for their hard work, recognize the integral role they play in our nation's travel and tourism industries, and encourage prospective employees to consider a hotel career.</p>	September 1		
 <p><b>Housekeepers Week</b> <b>AHLA</b>                      During #HousekeepersWeek, we say thank you to the housekeepers who keep hotels clean, safe, and inviting.</p>	September 8-14		
 <p><b>Zero Emissions Day</b> <b>AHLA Responsible Stay</b>                      America's hotels are reducing carbon emissions through efforts focused on energy efficiency, waste reduction, water conservation, and responsible sourcing practice. It's part of AHLA's #ResponsibleStay initiative to make meetings, events, and guest experiences as responsible as possible.</p>	September 21		
 <p><b>Hotels on the Hill</b> <b>AHLA</b>                      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>	September 23-25 Washington, D.C.	Hospitality industry leaders, public and private sector partners.	Leader: \$10K* limit 2 Chair: \$5K Ranking Member: \$2,500 Please contact Sam Fatah <a href="mailto:sfatah@ahla.com">sfatah@ahla.com</a> for full list of sponsor opportunities.
 <p><b>International Day of Awareness of Food Loss &amp; Waste</b> <b>AHLA Responsible Stay</b>                      Through AHLA's #ResponsibleStay, hotels are working to keep waste out of America's landfills by reducing single-use plastics and other materials, increasing recycling programs, using innovative kitchen management practices, and increasing composting programs - and we're doing it while maintaining the same quality, cleanliness, and amenities Americans have come to expect. #FLWDay #FoodWaste #DAFLW2024</p>	September 29		
 <p><b>AHLA Resort Committee Annual Meeting</b>                      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>	October 23-26 Curtain Bluff, Antigua	Over 70 resort executives with their spouses.	Presenting Sponsor: \$15,000 Supporting Sponsor: \$10,000
 <p><b>The Hospitality Show</b>                      Brought to you by The American Hotel &amp; 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>	October 28-30 Gonzalez Convention Center, San Antonio, TX	CEOs, CCOs, CIOs, CTOs, CPOs, marketing heads and their teams	Please contact Robert Stuckey <a href="mailto:rstuckey@ahla.com">rstuckey@ahla.com</a> for full list of sponsor opportunities.
 <p><b>GM Summit</b>                      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 an awards ceremony.</p>	October 28-30 Gonzalez Convention Center, San Antonio, TX	General Managers from AHLA hotelier members - including brands, ownership groups, management companies and independent properties.	Please contact <a href="mailto:acothran@ahla.com">acothran@ahla.com</a> for full list of sponsor opportunities.
 <p><b>America Recycles Day</b> <b>AHLA Responsible Stay</b>                      The day raises awareness about recycling and the purchasing of recycled products.</p>	November 15		
 <p><b>National Apprenticeship Week</b> <b>AHLA Foundation</b>                      This is a nationwide celebration where employers, industry associations, labor organizations, community-based organizations, workforce partners, education providers, and government leaders host events to showcase the successes and value of Registered Apprenticeship. Apprenticeships are instrumental in re-building our economy, advancing racial and gender equity, building a pipeline to good quality jobs, and supporting underserved communities. #NAW2024</p>	November 13-19		
 <p><b>AHLA Committees &amp; Networks</b> <b>AHLA</b>                      AHLA has several committees focused on core specialties of the industry. Most committees meet twice a year and are comprised of industry professionals working in each area of interest. AHLA Committees include: Food &amp; Beverage Committee, General Counsel Committee, Human Resource Committee, Management Company Committee, Owners Committee, Risk Management Committee, Safety &amp; Security Committee, and Sustainability Committee.</p>	Periodic meetings throughout the year - virtual and in-person options available	AHLA members from major brands, ownership groups, management companies, and property members.	In person Committee meeting: Presenting: \$5K/Supporting \$3K Virtual Meeting: \$2,500