



Vendor/Service Provider Engagement Levels and Opportunities

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*

Service Provider/Supplier Engagement Opportunities at AHLA

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.

HTNG Workgroups

Join HTNG's Workgroups and help craft solutions to specific challenges facing our industry.

In addition to solving challenges, workgroups provide excellent opportunities for interaction between members to help form customer, supplier and partner relationships.

Examples of Workgroups:

- ▶ **5G for Hospitality**
- ▶ **Blockchain for Hospitality**
- ▶ **Cloud Communications**
- ▶ **Customer Relationship Management (CRM)**
- ▶ **Express PMS Integrations**
- ▶ **Global Privacy Concerns**
- ▶ **Internet of Things (IoT)**
- ▶ **Payment Systems & Data Security**
- ▶ **And more...**

