

A silhouette of a person with their right arm raised in a fist, set against a bright sun low on the horizon. The background transitions from a warm orange glow near the sun to a deep blue sky. The person's hair is blowing in the wind.

There's a movement that's gaining momentum.
Make sure you have a seat at the table.

Let us introduce you to

FORWARD

Women Advancing Hospitality

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What's FORWARD all about?

- Delivering a high impact event to advance women's leadership.
- Creating a platform for high-level thought leadership, education, networking, and open dialog to identify more opportunities for women.
- Promoting mentorship by encouraging senior executives to bring high-potential emerging leaders to the event.

FORWARD ADVISORY COMMITTEE

Elizabeth Abdo

Executive Vice President &
General Counsel
Host Hotels & Resorts

Kathy Burns

Managing Partner
Sea Pine Partners

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SVP & Chief Business Development
Officer, HVMG
Managing Partner, Amara Capital

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Wells Fargo Bank - Hospitality
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Karen DiFulgo

Chief People Officer
Benchmark Hospitality

Dorothy Dowling

Chief Marketing Officer
Best Western Hotels & Resorts

Katie Fallon

Global Head of Corporate Affairs
Hilton

Mary Falvey

Chief Administrative Officer
Wyndham Hotels & Resorts

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Chief Executive Officer
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EVP & Chief Operating Officer
Apple Hospitality REIT

Erica Hageman

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Judy Hendrick

Chief Financial Officer
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Colleen Keating

Chief Operating Officer, Americas
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Marina MacDonald

Chief Marketing Officer
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Malaika Myers

Chief Human Resources Officer
Hyatt

Jagruiti Panwala

Chairwoman
AAHOA

Tricia Primrose

Chief Global Communications & Public
Affairs Officer
Marriott International

Allison Reid

Chief Development Officer
Kimpton Hotels & Restaurants

Vail Ross

SVP, Global Business Development &
Marketing
STR

Joy Rothschild

Chief Human Resources Officer
Omni Hotels & Resorts

Dianna Vaughan

SVP & Global Head, All Suites Category
Hilton

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The Benefits of Sponsorship

1

Thought
Leadership

2

Industry-wide
Impact

3

Access to
the C-suite

ForWard Sponsor \$25,000

- Priority seating for six attendees
- Integration into the conference either as a co-sponsor of a program segment or a breakout session
- Reserved seating for all attendees
- Half page advertisement in the on-site program
- One attendee eligible to join the ForWard Advisory Committee Dinner on June 24th
- ForWard Supporting Sponsor benefits

ForWard Supporting Sponsor \$10,000

- Includes two attendees and recognition as a ForWard Supporting Sponsor
- Corporate logo included on all marketing material related to the ForWard conference
- Two slides included in the on-site logo loop (i.e. logo and promotional)
- Pre-event attendee list

FORWARD

Women Advancing Hospitality

June 24-25, 2020 Chicago Hilton



Annual ForWard Presenting Sponsor \$45,000

- Trip Advisor recognized as a presenting sponsor of the ForWard conference
- Trip Advisor recognized as a presenting sponsor at all ForWard branded events
- Co-branded ForWard blogpost
- Recognized as a Presenting Sponsor on the ForWard website
- Co-branded Women's Leadership Webinar
- Bespoke opportunity for a senior executive to contribute to the conference program
- Sponsorship category exclusivity
- One Trip Advisor executive invited to join the ForWard Advisory Committee
- Co-branded welcome gift/give away at the conference
- Co-branded electronic and print signage at the event
- Full page advertisement in the on-site conference program
- Reserved seating for your attendees
- One attendee eligible to join the ForWard Advisory Committee dinner on June 24th
- Trip Advisor logo included on all marketing material related to the ForWard conference
- Two slides included in the on-site logo loop (i.e. logo and promotional)
- Pre-event attendee list