








# Make your plans now for 2017 and 2018.

Event	Dates/Location	Attendees	Sponsorship Opportunities	
 <p><b>American Hotel &amp; Lodging Educational Foundation Golf Classic</b> This annual event is devoted to supporting educational opportunities and scholarships for rising hospitality hopefuls. Attendees enjoy three days of unlimited golf and numerous opportunities to connect with fellow industry leaders. As a sponsor, you will have unparalleled visibility at this popular event.</p>	<p><b>August 27-30</b> The Greenbrier White Sulphur Springs, WV</p>	<p>Dozens of leading hotel executives and allied members.</p>	<p><b>Event Sponsor: \$8,000</b></p> <ul style="list-style-type: none"> <li>• Includes one golfer</li> <li>• Recognition on signage</li> <li>• Placement in event program</li> <li>• Invaluable networking opportunities with industry executives</li> <li>• Support scholarships for the next generation of industry leaders</li> </ul>	<p><b>Sign-up to Play</b> <b>Foursome: \$14,400</b> <b>Single Golfer: \$3,600</b> <b>Tee Sponsor: \$1,500</b></p>
 <p><b>AHLA @ HX: The Hotel Experience</b> As the nation's largest travel tradeshow, this exciting capstone event covers the latest trends and innovations from around the lodging industry, and features thought-leading speakers and unique events that draw thousands of participants from all segments of the hospitality world.</p>	<p><b>November 12-14</b> Various locations New York, NY</p>	<p>Hotel and restaurant owners, executives, directors, chefs, and GMs from across the hospitality spectrum, and manufacturers and marketers of all things hospitality.</p>	<p>The conference is home to AHLA's annual signature events which offer a variety of sponsorship opportunities. These events include:</p> <ul style="list-style-type: none"> <li>• Joint Council Meeting and Annual Meeting of Members</li> <li>• Board of Directors Meeting</li> <li>• Committee Meetings</li> </ul> <p>Sponsors of these events enjoy all the benefits of recognition, participation and networking during the industry's premier show week.</p>	
 <p><b>AHLA Joint Council Meeting</b> The AHLA Joint Council Meeting brings together hotel owners and operators with the Board of Directors for an informational session for all membership categories, including Allied Members.</p>	<p><b>November 12</b> New York, NY</p>	<p>Hotel owners, operators, AHLA's Board of Directors and Allied Members.</p>	<p><b>Event Sponsor: \$15,000</b> Event sponsors are recognized as AHLA supporters, with company logos featured on event materials, and networking with attendees before and after the meeting.</p>	
 <p><b>AHLA Owner &amp; Management Council Meeting</b> The AHLA Owner and Management Council meeting is held twice a year in conjunction with the annual ALIS conference and the NYU International Hospitality Industry Investment Conference.</p>	<p><b>January 23, 2018</b> JW Marriott at L.A. LIVE Los Angeles, CA</p> <p><b>June (TBD)</b> New York Marriott Marquis New York, NY</p>	<p>Members of AHLA's Owner and Management Councils.</p>	<p><b>Event Sponsor: \$15,000</b></p> <ul style="list-style-type: none"> <li>• Recognition on signage and during program</li> <li>• Networking opportunities</li> </ul>	
 <p><b>AHLA Stars of the Industry Awards</b> The AHLA Stars of the Industry Awards provides a once-a-year opportunity to help celebrate the industry's outstanding employees and properties. Held in conjunction with the Legislative Action Summit.</p>	<p><b>2018</b> Washington, D.C.</p>	<p>General managers, brand executives and hotel line staff from across the country.</p>	<p><b>Event Sponsor: \$15,000</b> <b>Table Sponsor: \$1,000</b></p> <ul style="list-style-type: none"> <li>• Prominently placed tables for 10</li> <li>• Recognition on event signage, in the event program and during awards ceremony</li> <li>• Show support for the industry's star performers</li> </ul>	
 <p><b>Legislative Action Summit (LAS)</b> Make an impact on the industry by supporting this pivotal event held in partnership with the Asian American Hotel Owners Association (AAHOA). Meet your members of Congress face-to-face and discuss issues critical to the lodging industry. Your support and involvement will help shape the legislative agenda and industry as a whole.</p>	<p><b>2018</b> Location &amp; date TBD.</p>	<p>Hotel executives, owners, general managers and partner state representatives from around the country.</p>	<p><b>Supporting Sponsor: \$15,000</b></p> <ul style="list-style-type: none"> <li>• Logo included in event email marketing</li> <li>• Recognition on onsite materials and signage</li> <li>• Recognition during the main conference program</li> <li>• Participate on Capitol Hill in the industry's most important advocacy event</li> </ul>	
 <p><b>AHLA Board of Directors Meeting</b> The AHLA Board of Directors Meeting is a gathering of the association's main leadership and is comprised of leading industry executives.</p>	<p>Three times per year. Location and dates TBD.</p>	<p>AHLA's Board of Directors is comprised of premiere industry leaders.</p>	<p><b>Meeting Sponsor: \$15,000</b> Sponsorship of this special event includes recognition at the meeting by Katherine Lugar, AHLA President &amp; CEO, and the opportunity to address the gathering, as well as network with board members during the opening breakfast.</p>	
 <p><b>The Forum: An AHLA Experience™</b> The Forum is the first-ever strategic industry gathering that convenes the most influential thinkers and the most senior level hospitality executives and leadership to advance the objectives of the global hospitality ecosystem. It will accelerate the success of the organizations that attend, inspire the executives who participate and drive the forward trajectory of the hospitality industry.</p>	<p><b>May 1-2, 2018</b> Middleburg, VA</p>	<p>Invitation only to our industry's most senior leaders. The objective of The Forum is to convene the right audience of industry leaders and strategic thinkers to define the industry platform today and moving forward.</p>	<p><b>Contact Brad Aldrich for more information.</b> Various levels available. Customized underwriter proposals available.</p>	

For information regarding sponsorship, membership and partner opportunities, please contact Brad Aldrich at (202) 289-3154 or [baldrich@ahla.com](mailto:baldrich@ahla.com).