



**THE HOTEL AND
LODGING INDUSTRY
IS CHANGING.**

**WITH A BOLD VISION
AND STRONG
LEADERSHIP,**

**TOGETHER WE WILL
DEFINE OUR FUTURE.**

**THE WORLD'S
MOST
INFLUENTIAL
HOSPITALITY
LEADERS
WILL BE THERE,
WILL YOU?**

OUR INDUSTRY IS UNITED

in our shared commitment to success, high performance
AND, MOST IMPORTANTLY, HOSPITALITY.
WE SERVE HUNDREDS OF MILLIONS OF GUESTS,
provide employment for millions of Americans
AND GENERATE BILLIONS OF DOLLARS
IN REVENUE THAT FUELS THE ECONOMY.

WE ARE AT AN INFLECTION POINT.

Our industry is evolving and as dynamic as it has ever been.
We are energized by this environment and driven to

SHAPE A NEW FUTURE.

THIS FUTURE ASPIRES TO A MORE ALIGNED INDUSTRY ECOSYSTEM,
A MORE AGILE AND STRATEGIC MINDSET,
a more holistic and inclusive approach to the hospitality
experience and an industry that is being led by the industry leaders.

WE ARE THE LEADERS WHO SERVE, ADVANCE AND PREPARE
for the future of our industry with vision, passion, compassion,
THE HIGHEST STANDARDS AND THE BEST INTERESTS
of our organizations, our teams, our workforce,
our guests, our shareholders and our communities.

WE ARE THE LEADERS **OF THE HOSPITALITY INDUSTRY.**

WE ARE THE AMERICAN HOTEL & LODGING ASSOCIATION.

The only global strategic forum

THAT CONVENES, DEVELOPS AND ADVANCES THE HOSPITALITY INDUSTRY.

The forces impacting our industry and your business are significant.

- Innovation the Customer Experience
- Navigating the Emerging Risk Landscape
- Leading on Corporate Responsibility, Diversity & Inclusion
- Capitalizing on New Development Opportunities

Corporate strategic planning is no longer enough. Real competitive advantage can only be achieved by individual competitors understanding the shifting landscape through the prisms of new opportunities and challenges facing each particular organization.

\$50,000

Supporting Underwriter

Package includes the following benefits.

- Forum attendance for two C-Suite level attendees
- Opportunity to attend post-event AHLA Board of Directors Dinner on Tuesday evening March 31
- Product placement and/or corporate attendee gift at The Forum if provided by sponsor
- Logo placement in all pre/post-event electronic and printed correspondence for The Forum
- Inclusion in custom onsite booklet with underwriter profiles, i.e. “What do you want The Forum attendees to know about you?”
- Inclusion in custom pre-event or post event piece featuring underwriters
- AHLA social media opportunities
- Logo recognition as a Forum underwriter in AHLA Annual Report and on the AHLA website
- Eligible to partner with AHLA on exclusive co-branded members-only webinar
- Educational content opportunity in AHLA newsletter which goes out to all AHLA members

IMPACT YOUR FUTURE BY CREATING IT.

\$100,000

Presenting Underwriter

Package includes the following benefits.

- Exclusive sponsor of one content Chapter of The Forum
- Five-minute “Ted Talk” opportunity to introduce the chapter or five-minute interview with emcee/host, or option to present unique educational research or thought leadership framing the chapter
- Forum attendance for two C-Suite level attendees
- Accommodations for one C-Suite level attendee
- One additional attendee for evening receptions and dinners
- Opportunity to attend post-event AHLA Board of Directors Dinner on Tuesday evening March 31
- Product placement and/or corporate attendee gift at The Forum if provided by sponsor
- Logo placement in all pre/post-event electronic and printed correspondence for The Forum
- Inclusion in custom onsite booklet with underwriter profiles, i.e. “What do you want The Forum attendees to know about you?”
- Inclusion in custom pre-event or post event piece featuring underwriters

IMPACT YOUR FUTURE BY CREATING IT.

**AND
TOGETHER...**



**WE WILL
CREATE THE
FUTURE.**

March 30-31, 2020

BALTIMORE, MARYLAND