

Let us introduce you to

# FORWARD

Women Advancing Hospitality

# FORWARD 2020 ADVISORY COMMITTEE

**Elizabeth Abdo**  
EVP & General Counsel  
Host Hotels & Resorts

**Michelle Rutledge**  
Director  
Ferguson Partners

**Judy Hendrick**  
Chief Financial Officer  
Aimbridge Hospitality

**Ama Romaine**  
General Counsel & Chief Compliance Officer  
G6 Hospitality

**Kathy Burns**  
Managing Partner  
Sea Pine Partners

**Andrea Foster**  
Senior Vice President, Development  
Marcus Hotels & Resorts

**Marina MacDonald**  
Chief Marketing Officer  
Red Roof

**Vail Ross**  
SVP, Global Business Development &  
Marketing  
STR

**Mary Beth Cutshall**  
EVP & Chief Development Officer,  
HVMG  
Managing Partner, Amara Capital

**Laura Fuentes**  
Chief Talent Officer  
Hilton

**Malaika Myers**  
Chief Human Resources Officer  
Hyatt

**Joy Rothschild**  
Chief Human Resources Officer  
Omni Hotels & Resorts

**Karen DiFulgo**  
Chief People Officer  
Benchmark Hospitality

**Krissy Gathright**  
EVP & Chief Operating Officer  
Apple Hospitality REIT

**Jagruti Panwala**  
AAHOA Chairwoman  
President & CEO  
Wealth Protection Strategies

**Dianna Vaughan**  
SVP & Global Head, All Suites Category  
Hilton

**Dorothy Dowling**  
SVP & Chief Marketing Officer  
Best Western Hotels & Resorts

**Terri Haack**  
President  
Terranea Resort

**Tricia Primrose**  
Chief Global Communications & Public  
Affairs Officer  
Marriott International

**Monica Xuereb**  
Chief Revenue Officer  
Loews Hotels & Co.

**Mary Falvey**  
Chief Administrative Officer  
Wyndham Hotels & Resorts

**Erica Hageman**  
EVP & General Counsel  
Interstate Hotels & Resorts

**Allison Reid**  
Chief Development Officer  
Kimpton Hotels & Restaurants

*\*As of January 14, 2020*

# FORWARD

Women Advancing Hospitality

## 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 24<sup>th</sup>
- 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

- Registration for ten attendees
- Recognized as a presenting sponsor of the ForWard conference
- 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 senior 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
- 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