



Connect with AHLA's Community & Grow Your Business

Deepen your industry connections and take your place among the hotel industry's leading vendors. Become an AHLA Allied Member today! Find the right fit with three levels of engagement:

AHLA ALLIED MEMBERSHIP \$3,000

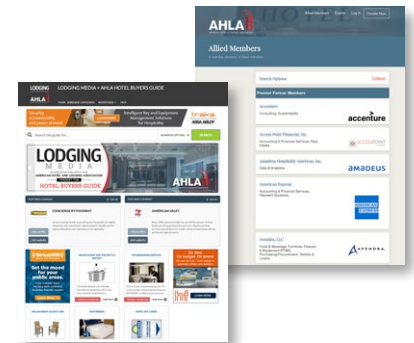
Industry Insights

- Lodging Magazine subscription – the industry's leading publication
- Hotel Lobby e-newsletter – AHLA's official newsletter
- AHLA Beyond the Beltway – biweekly newsletter on federal, state and local issues
- Quarterly Allied Member Newsletter
- Access to AHLA Research & Data Center



Promotion

- Use an Allied AHLA logo to demonstrate support of the industry
- Listing in LODGING Magazine's Marketplace issue and [online directory, the AHLA Hotel & Lodging Guide](#)
- Company name and website listing on the [AHLA Allied Member Directory](#)
- Share your social media posts for AHLA to amplify
- Sponsorship Opportunities: Only available to AHLA members
- Welcome "shout out" on AHLA social media accounts



Savings

- The Hospitality Show: Receive member registration rates and sponsorship discounts, plus a 10% discount on your exhibit booth.
- Lodging Magazine Advertising: 15% discount. Free listing in Allied Member List.
- Hotel Buyers Guide Advertising: 15% discount. Free basic listing.
- Hotel Census: 38% discount. Interactive tool averages \$7,500 (approximately \$2,850 in savings)
- American Hotel & Lodging Educational Institute (AHLEI) training products and services: 20% discount (average)
- AHLA signature networking events: Up to 50% discount on registration, including AHLA's Hotels on the Hill and ForWard: Advancing Women in Hospitality.



Contact partners@ahla.com to learn more.

AHLA TECH \$5,000

Allied benefits, plus:

- Use an Allied AHLA logo to demonstrate support of the industry
- Receive member rates and sponsorship discounts to HTNG events, including the HTNG European Conference.
- [Join HTNG's Workgroups](#) and help craft technology solutions to specific challenges facing our industry.

Examples of Workgroups:

- ▶ 5G for Hospitality
- ▶ AI for Hospitality
- ▶ Express PMS Integrations
- ▶ Payments
- ▶ Revenue Management



ALLIED+ \$10,000

Allied and Tech benefits, plus:

- Use an Allied+ AHLA logo to demonstrate support of the industry
- Submit content for AHLA newsletters, when appropriate
- Receive AHLA social media opportunities – Amplification and engagement
- Work with a dedicated point of contact at AHLA
- Get featured on AHLA homepage
- Send a dedicated communication to an AHLA member segment
- Receive enhanced AHLA.com membership directory profile
- Be included in AHLA's annual "thank you ad" to all Allied+ members in Lodging Magazine
- Invitation to AHLA's annual Allied+ Appreciation event



All levels of Allied membership offer companies additional branding/visibility via sponsorship opportunities. More information about these opportunities may be found in the [Event and Committee brochure](#). AHLA membership is required to access sponsorship opportunities.



Contact partners@ahla.com to learn more.