



Premier Partnership Opportunities

Representing all Segments of the Hotel Industry



3.2 MILLION
ROOMS



30,000 +
MEMBERS



TOP HOTEL
COMPANIES

OWNERS



BRANDS



MANAGEMENT COMPANIES



INDEPENDENT PROPERTIES



Value Proposition

Shape the Future of Hospitality

An efficient platform to speak to all segments of the US hotel industry

Broaden Visibility

Intimate networking with industry CEOs and top decision-makers via events and committee meetings

Elevate Your Business

Opportunities to demonstrate thought leadership, showcase data and innovations, and reinforce brand visibility in front of your target customers



AHLA ²⁰²⁵ Board OF DIRECTORS



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Ash Kapur
Head of US Hotel Asset Management,
Starwood Capital Group

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EVP, Chief Financial Officer,
& Treasurer, RLJ Lodging Trust

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Braemar Hotels & Resorts

Nate Tyrrell
EVP & CIO,
Host Hotels & Resorts

Shai Zelering
Managing Partner, Brookfield

MANAGEMENT COMPANY REPRESENTATIVES

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Crestline Hotels & Resorts, LLC

Sloan Dean
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President, Salamander Collection

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Gregg Forde
President & COO,
Island Hospitality Management

Dawn Gallagher
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Hersha Hospitality Management

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Enterprises Company, LLC

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Pete Patel
President & CEO,
Promise Hotels

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Donohoe Hospitality Services

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President & CEO, Stonebridge

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Chairman & CEO, Vesta Hospitality

Jonathan Wang
Founder & CEO, EOS Investors

ASSOCIATION REPRESENTATIVES

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Illinois Hotel & Lodging Association

Luis Segredo (HTNG)
CEO, Data Travel, Hapi

Chad Sorensen (HAMA)
CEO, CHMWarnick

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SVP,
Oracle Hospitality

Ben Erwin
President & CEO, Encore

Mary Ellen Jelenek
SVP/GM, Global Client
Group, American Express

Kris Kielsa
EVP & GM, Institutional
North America,
ECOLAB

Walt Sheffler
President,
Avendra Hospitality
and Europe,
Avendra

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StayPineapple

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Travel and Wellness,
Questex

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President,
Hawkeye Hotels

Vinay Patel
President & CEO,
Fairbrook Hotels

Jay H. Shah
Executive Chairman,
Hersha Hotels & Resorts

Scott Steilen
President & CEO,
Sea Island Company, LLC

Lindsey Ueberroth
CEO, Preferred Hotels
& Resorts

Service Provider/Supplier Engagement Opportunities

Premier Partner

Long-term strategic engagement with key decision-makers; touchpoints throughout the year for maximum visibility. Tiered level program.

Event Sponsor

Support and recognition per event or committee meeting; pricing varies based on event/meeting and level of participation.

Member

Choose from a range of options -- introductory memberships, tech-focused memberships, Allied+ and more.

Partnering to Advance the Industry

AHLA PARTNERS

PLATINUM



GOLD



SILVER



ASSOCIATE



Executive Engagement

Increased brand visibility

Deliver thought leadership

Premier Partner Program

PARTNER TIERS/BENEFITS	 AHLA Platinum Partner	 AHLA Gold Partner	 AHLA Silver Partner	 AHLA Associate Partner
Board Presence	✓			
Executive Engagement	✓	✓		
Relationship Management	✓	✓	✓	✓
Committee Participation	✓	✓	✓	<i>1 Committee only</i>
Marketing & Communications	✓	✓	✓	✓
AHLA Membership	✓	✓	✓	✓
AHLA/AHLAF Event Discounts	✓	✓	✓	✓



**Contact the Strategic
Partnerships and Business
Development Team to learn more**

PARTNERS@AHLA.COM