








# 2025 AHLA/AHLAF EVENT CALENDAR

MAKE YOUR PLANS NOW

Current as of August 2024








EVENT	DATES/LOCATION	ATTENDEES	SPONSORSHIP OPPORTUNITIES
 <p><b>Night of a Thousand Stars</b> <b>AHLA FOUNDATION</b>                      Join us for the 6th Annual Gala as we gather hospitality leaders together to celebrate our industry Stars and support the future workforce. The Night of A Thousand Gala has raised over \$3 million dollars and provides resources to fund scholarships, apprenticeships, and grants to community-based partners across the country.</p>	January 27, 2025 The Beverly Hilton Los Angeles, CA	AHLA Board of Directors, AHLAF Board of Trustees, 500+ senior executives from major brands, management companies and ownership groups.	Presenting Sponsor: \$50,000 Visionary Sponsor: \$25,000 Benefactor Sponsor: \$15,000
 <p><b>Hospitality Show Regional Events</b> <b>AHLA</b>                      Brought to you by AHLA and Hotel Management, in partnership with the local hotel association, this event series brings local owners/operators and hotel executives together for a half-day conference to share latest market trends, advocacy priorities and updates. The event also includes a vendor expo and reception/networking opportunities.</p>	January - August 2025 10 Markets	Hoteliers and vendors from all segments of the industry looking to engage at the local level.	Title Sponsor: \$30,000 Market Sponsor: \$5,000/market Activation Sponsor: \$5,000/market Commercial Sponsor: \$2,500/market Leadership Meal: \$2,000/market Expo Tabletop: \$1,000/market
 <p><b>Responsible Stay Summit</b> <b>AHLA</b>                      Join the conversation as hotel leaders and sustainability experts convene to discuss what's next in the landscape of sustainability and advance the industry's efforts in energy efficiency, water conservation, waster reduction, and responsible sourcing.</p>	March 27, 2025 Washington D.C.	Sustainability experts. from major brands, ownership groups, management companies, and independent properties	Title Sponsor: \$25,000 Dinner or Reception Sponsor: \$15,000 Summit Sponsor: \$10,000 Supporting Sponsor: \$5,000
 <p><b>ForWard: BUILD and ELEVATE</b> <b>AHLA FOUNDATION</b>                      The ForWard BUILD and ELEVATE programs are designed to empower and support women, by providing training, mentorship and networking opportunities in the hospitality sector</p>	ELEVATE: March 2025 Washington, D.C BUILD: March 2025 Washington, D.C.	ELEVATE attendees are VPs, SVPs, GMs, with 12+ years of progressively responsible experience  BUILD Attendees are mid-to-senior level managers, directors & new VPs	Registration Only
 <p><b>ForWard: Women Advancing Hospitality</b> <b>AHLA FOUNDATION</b>                      ForWard recognizes the women of the hospitality industry and champions the next generation of leaders. The ForWard Conference is program's pinnacle event and provides attendees an opportunity to hear from hospitality industry leaders, learn and grow with tailored sessions, and network with peers.</p>	May 5 - May 7 2025 Atlanta, GA	900+ senior and emerging leaders from all aspects and segments of the lodging industry.	Presenting Sponsor: \$50,000 Catalyst Sponsor: \$25,000 Supporting Sponsor: \$15,000
 <p><b>No Room for Trafficking Summit</b> <b>AHLA FOUNDATION</b>                      To mark the World Day Against Trafficking Persons, AHLA Foundation hosts the NRFT Summit to announce Survivor Fund grantees and unite the industry. Join hospitality leaders and industry partners as we learn more about critical efforts to drive innovation and impact in the fight against human trafficking.</p>	July 2025 Location TBD	Invite only	Presenting Sponsor: \$15,000 Reception Sponsor: \$10,000 Summit Friend Sponsor: \$5,000
 <p><b>OFF-SITE: The Classic</b> <b>AHLA FOUNDATION</b>                      Devoted to supporting hospitality workforce development programs and education, attendees enjoy three days of networking with C-suite executives and industry leaders while participating in a 36-hole tournament or specially curated social activities.</p>	August 17-19, 2025 The Broadmoor Colorado Springs, CO	200+ leading hotel executives, decision makers, industry partners and allied members.	Hole-In-One Sponsor: \$20,000 Eagle Sponsor: \$15,000 Birdie Sponsor: \$10,000 Par Sponsor: \$5,000 Registration*: Foursome \$18,000   Twosome \$9,000 *Pricing subject to change.

Please contact [partners@ahla.com](mailto:partners@ahla.com) for available sponsor opportunities.



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 <p><b>Hotels on the Hill</b> <span style="color: red;">AHLA</span></p> <p>Join AHLA members from across the country to meet with Members of Congress from your home state and share the issues most impacting your business, your guests and the great people who work in our industry.</p>	<p>September 2025 Washington D.C.</p>	<p>200+ Hotel owners and operators and industry executives from across the country.</p>	<p><b>Leader:</b> \$10,000 <b>Chair:</b> \$5,000 <b>Ranking Member:</b> \$2,500</p>
 <p><b>AHLA Resort Committee Annual Meeting</b> <span style="color: red;">AHLA</span></p> <p>Resort owners and operators meet annually for three days to share best practices and enjoy educational opportunities. As a sponsor, you will enjoy unlimited opportunities to spend meaningful time with iconic resort executives.</p>	<p>September 14-17 2025 Montage Healdsburg Healdsburg, CA</p>	<p>Over 70 resort executives with their spouses.</p>	<p><b>Presenting Sponsor:</b> \$15,000 <b>Supporting Sponsor:</b> \$10,000</p> <p>Sponsorship includes 3-nights accommodations and meals for one attendee</p>
 <p><b>The Hospitality Show</b></p> <p>Brought to you by The American Hotel &amp; Lodging Association (AHLA) and Hotel Management, this new collaborative event serves as the convergence of leaders in hotel operations and technology. Designed for senior executives of hotel brands, independent properties, owners and management companies, developers, investors and technology partners. The Show will provide attendees with the perfect mix of discovery, networking, education and curated buying experiences.</p>	<p>October 2025 Denver, CO</p>	<p>Senior Brand Executives, owners, Operators, Developers, Procurement, Technology Partners, Vendors and other Industry Leaders with their teams</p>	<p>Please contact Robert Stuckey <a href="mailto:rstuckey@ahla.com">rstuckey@ahla.com</a> for full list of sponsor opportunities.</p>
 <p><b>GM Summit</b> <span style="color: red;">AHLA</span></p> <p>The must attend annual event bringing together hotel GMs from across the country to hear from expert speakers, share best practices, network, and celebrate the industry's best GMs via the GM of the Year Awards</p>	<p>October 2025 Denver, CO</p>	<p>General Managers from hotels across the country, including independent properties and resorts.</p>	<p><b>Presenting Sponsor:</b> \$15,000 <b>Lunch Sponsor:</b> \$10,000 <b>Summit Sponsor:</b> \$5,000</p>
 <p><b>F&amp;B Summit</b> <span style="color: red;">AHLA</span></p> <p>The F&amp;B Summit convenes F&amp;B and operations leaders and executives to share best practices and experience the latest F&amp;B trends.</p>	<p>October 2025 Denver, CO</p>	<p>Industry food and beverage leaders from brands, ownership groups, management companies and independent properties.</p>	<p><b>Presenting Sponsor:</b> \$15,000 <b>Dinner Sponsor:</b> \$10,000 <b>Summit Sponsor:</b> \$5,000</p>
 <p><b>AHLA Committees</b> <span style="color: red;">AHLA</span></p> <p>AHLA Committees are content-focused groups that build upon a cross-section of knowledge and experience across all segments of AHLA's membership. Meetings focus on opportunities and challenges, elevate best practices and shape the future of the lodging industry. View list of <a href="#">AHLA committees</a></p>	<p>Regular meetings throughout the year, virtual and in-person options available</p>	<p>Decision-makers and leaders from across AHLA's hotel membership.</p>	<p><b>In-Person Meeting:</b> <b>Presenting:</b> \$5,000 <b>Supporting:</b> \$3,000 <b>Virtual Meeting:</b> \$2,500 *Pricing subject to change</p>
 <p><b>HTNG Connect</b> <span style="color: red;">AHLA</span></p> <p>These signature HTNG events bring together key industry decision makers in their region to network with top industry experts and discuss the future technology trends impacting the hospitality industry.</p>	<p>Asia Pacific Conference Bangkok April 2025 European Conference TBD 2025</p>	<p>150+ hoteliers and vendors from geographically diverse regions around the globe.</p>	<p>Please contact Laura Folkl, <a href="mailto:lfolk@ahla.com">lfolk@ahla.com</a> for a full list of sponsor opportunities</p>

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