



FORWARD[®]

Momentum

PRESENTING SPONSORS

Aimbridge Hospitality

Aimbridge Hospitality is a leading global hospitality company with a growing hotel portfolio representing more than 1,500 properties in 20 countries, inclusive of pipeline. As a top hotel management company and trusted operator of over 80 lodging brands and distinctive luxury and lifestyle assets, Aimbridge Hospitality leverages its scale and operational excellence to consistently deliver results for hotel owners and offer unparalleled opportunities for associates around the globe.

American Express

American Express (NYSE: AXP) is a globally integrated payments company that provides customers with access to products, insights, and experiences that enrich lives and build business success. Our integrated payments platform includes card-issuing, merchant-acquiring and card network businesses. We are a leader in providing payment products and services to a broad range of customers, including consumers, small businesses, mid-sized companies, and large corporations around the world.

DIRECTV

America's commercial video industry leader, DIRECTV, is the ultimate entertainment provider for businesses nationwide including hotels, sports bars, restaurants, private offices, salons, airlines, senior living communities, and more. DIRECTV offers best-in-class content and service with scalable entertainment solutions for any size business. DIRECTV is a sports leader as a one-stop-shopping experience for sports fans thanks to our combination of local, regional, and national sports. www.directv.com/hotels

Ecolab

A trusted partner at nearly three million commercial customer locations, Ecolab is the global leader in water, hygiene, and infection prevention solutions and services. With annual sales of \$13 billion and more than 45,000 associates, Ecolab delivers comprehensive solutions, data-driven insights, and personalized service to advance food safety, maintain clean and safe environments, optimize water and energy use, and improve operational efficiencies and sustainability for customers in the food, healthcare, hospitality, and industrial markets in more than 170 countries around the world.

Host Hotels & Resorts

Host Hotels & Resorts, Inc. is an S&P 500 company, the largest lodging real estate investment trust and one of the largest owners of luxury and upper-upscale hotels. We partner with premium brands and leading management companies, including Marriott, Hyatt, and Hilton, to manage our hotels. We offer a diversified portfolio of iconic and irreplaceable properties located in the top markets across the U.S., unprecedented scale and a strong and flexible, investment-grade balance sheet.

SUPPORTING SPONSORS

Actabl

Actabl believes that hotels can be more profitable, and hoteliers more fulfilled, when they operate seamlessly using modern tech. We're a new company that brings together four well established hospitality software brands that optimize operations and maximize profits for operators - ProfitSword, Hotel Effectiveness, ALICE, and Transcendent. Using our solutions increases asset long-term value by driving profits up and to the right.

Encore

Encore creates memorable experiences that engage and transform organizations. As the global leader for event technology and production services, Encore's team of creators, innovators, and experts deliver real results through strategy and creative, advanced technology, digital, environmental, staging, and digital solutions for hybrid, virtual, and in-person events. Encore operates in more than 20 countries across North America, Europe, the Middle East, Australia, and Asia-Pacific. Encore is the trusted partner of choice for leading hotels and venues worldwide.

G6 Hospitality

G6 Hospitality franchises more than 1,400 economy lodging locations under the Motel 6 and Studio 6 brands in the United States and Canada. In 2022, Motel 6 was named the "Best Budget-Friendly Hotel Brand" in USA TODAY's 10Best Readers' Choice Awards. The company also ranked a Top 10 Military Friendly® Employer for 2022 and named a 2021 "Best for Vets" employer by Military Times. For more information, please visit www.g6hospitality.com.

Guest Worldwide/Sysco

Guest Worldwide is a global collective of dynamic, industry-leading companies with more than 40 years of experience serving the unique needs of diverse markets worldwide.

- Gilchrist & Soames combines its leading amenity manufacturing capabilities with a passion for pure and innovative bath products, unwavering commitment to environmental stewardship, and clean, skin-friendly formulations
- Manchester Mills is one of the world's leading textile manufacturers with a powerful blend of unrivaled expertise and manufacturing flexibility focused on quality and a relentless passion for innovation
- Guest Supply is an industry leader in hospitality supplies, serving the world's top hotel chains and independent properties as a full-spectrum distribution solution provider

HBO

HBO has been recognized for decades as one of the most respected, innovative, and inclusive entertainment brands in the world, where the most talented and creative minds choose to tell their stories. With HBO, hotel properties can provide an at-home experience for everyone in the family, with powerful drama, hilarious comedy, blockbuster movies, and so much more. As a longtime partner of AHLA and ForWard, HBO offers an incredible rebate program to hotel customers. Visit www.HBOBulk.com for more information.

HD Supply

We stock all of your maintenance, repair, and operations essentials, as well as a curated assortment of branded textiles amenities, hospitality supplies, and industry-specific products you can't find anywhere else.

HVS

HVS is the only global consulting firm focused exclusively on the hospitality industry. With over 250 people in 50 offices throughout the world, we offer expertise across all types of hospitality assets, including hotels, restaurants, casinos, shared-ownership lodging, mixed-use developments, spa and wellness, and conventions, sports, and entertainment facilities. We provide support for all stages of owning a hospitality property, from building or buying the property to planning the exit strategy.

IHG Hotels & Resorts

IHG Hotels & Resorts is a global hospitality company, with a purpose to provide True Hospitality for Good. With a family of 18 hotel brands and IHG One Rewards, one of the world's largest hotel loyalty programs, IHG has over 6,000 open hotels in more than 100 countries, with 1,800 in the development pipeline. Luxury & Lifestyle: Six Senses Hotels Resorts Spas, Regent Hotels & Resorts, InterContinental Hotels & Resorts, Vignette Collection, Kimpton Hotels & Restaurants, Hotel Indigo Premium: voco Hotels, HUALUXE Hotels & Resorts, Crowne Plaza Hotels & Resorts, EVEN Hotels Essentials: Holiday Inn Hotels & Resorts, Holiday Inn Express, avid hotels Suites: Atwell Suites, Staybridge Suites, Holiday Inn Club Vacations, Candlewood Suites. Exclusive Partners: Iberostar Beachfront Resorts.

Loews Hotels

Loews Hotels & Co is rooted in deep heritage and excellence in service. The hospitality company encompasses branded independent Loews Hotels and a solid mix of partner-brand hotels. Loews Hotels & Co owns and/or operates 25 hotels and resorts across the U.S. and Canada, including eight hotels at Universal Orlando in partnership with Comcast NBC Universal. Loews Arlington Hotel and Arlington Convention Center will open in 2024 in the city's sports and entertainment district. Located in major city centers and resort destinations from coast to coast, the Loews Hotels portfolio features properties grounded in family heritage and dedicated to delivering unscripted guest moments with a handcrafted approach.

PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated \$70 billion in net revenue in 2020, driven by a complementary beverage and convenient foods portfolio that includes Lays, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including many iconic brands that generate more than \$1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Beverages and Convenient Foods by Winning with PepsiCo Positive (pep+). pep+ is our strategic end-to-end transformation that puts sustainability at the center of how we will create value and growth by operating within planetary boundaries and inspiring positive change for planet and people. For more information, visit www.pepsico.com.

Remington Hotels

A forward-thinking hotel management company, Remington Hotels is distinguished by its commitment to simply being the best, not the biggest, delivering hospitality, and creating value for every owner and customer, every time. Founded in 1968, Remington Hotels has always operated with an owner-centric mindset by delivering superior rooms margin and house profit. Its track record of market penetration growth demonstrates a unique understanding of the hotel business, in all phases of the economic cycle. Remington Hotels fosters an entrepreneurial management style and brings a spirit of collaboration, innovation, and high-touch hospitality. Remington Hotels is the place where passionate people thrive.

Spencer Stuart

Spencer Stuart is trusted by organizations around the world to help them make the senior-level leadership decisions that have a lasting impact on their enterprises. Boards and leaders consistently turn to Spencer Stuart to help address their evolving leadership needs in areas such as senior-level executive search, board recruitment, board effectiveness, leadership development, and succession planning, in-depth senior management assessment and coaching, and many other facets of organizational effectiveness.

STR

STR provides premium data benchmarking, analytics, and marketplace insights for the global hospitality industry. Founded in 1985, STR maintains a presence in 15 countries with a corporate North American headquarters in Hendersonville, Tennessee, an international headquarters in London, and an Asia-Pacific headquarters in Singapore. STR was acquired in October 2019 by CoStar Group, Inc. (NASDAQ: CSGP), the leading provider of commercial real estate information, analytics, and online marketplaces.

U.S. Bank/Elavon

Global brands trust U.S. Bank Payment Solutions for their payment processing needs, whether online, mobile, or in-person. We understand how quickly the payment industry changes, so we focus on keeping our customers and partners ahead of the game with innovative, cutting-edge solutions that deliver enhanced customer experiences and effortless regulatory compliance. As a leader in payment processing, we leverage the world's best technologies for our customers and partners -- from large worldwide enterprises to locally owned small businesses.

Visa

Visa (NYSE: V) is a world leader in digital payments, facilitating transactions between consumers, merchants, financial institutions, and government entities across more than 200 countries and territories. Our mission is to connect the world through the most innovative, convenient, reliable, and secure payments network, enabling individuals, businesses, and economies to thrive. We believe that economies that include everyone everywhere, uplift everyone everywhere and see access as foundational to the future of money movement.

Wizehire

Wizehire offers a dynamic platform with a streamlined end-to-end hiring experience and expert support every step of the way. Define your unique opportunity and post to over 100 best-in-class job boards with a single click. Our people-first tools and industry-fluent experts empower you to identify, engage, and onboard the right fit, unlocking your team's growth.

Wyndham Hotels & Resorts

Wyndham Hotels & Resorts is the world's largest hotel franchising company by number of hotels. As a leading hotel franchisor with 24 brands in the portfolio, we're dedicated to helping hotel owners increase their revenue and enhance guest satisfaction through expert revenue management and effective marketing strategies. Our award-winning Wyndham Rewards loyalty program drives ~50% of U.S. stays to our hotel owners across all of our brands, with 100 million loyalty members and growing. Our first-of-its-kind Women Own the Room program is committed to advancing and empowering women entrepreneurs through hotel ownership. To learn more, visit: www.development.wyndhamhotels.com.