



Reach the top
with an AHLA sponsorship.



American Hotel & Lodging Association
Sponsorship & Partnership Opportunities



The hotel and lodging industry:
An influential and vast marketplace.

THE HOTEL INDUSTRY

The hotel and lodging industry is integral to the American economy. Hotels support millions of jobs, generate billions in revenue and host millions of guests every day across the country. From the overnight business traveler to the vacationing family, hotels play a crucial role in local communities across the country and offer a vast marketplace for a wide range of products and services. AHLA is the face and voice of the industry and our annual events are your opportunities to get in front of key members to share ideas, get updates from decision makers and, most importantly, drive your success.

54,000+ PROPERTIES NATIONWIDE

5,000,000 GUESTS EACH DAY

8,000,000 AMERICAN JOBS

\$13,000,000,000 TO GNP FROM CAPITAL INVESTMENT

\$355,000,000,000 TOTAL LABOR INCOME

\$483,000,000,000 IN GUEST SPENDING AT HOTELS & LOCAL BUSINESSES ANNUALLY

\$590,000,000,000 TO U.S. GDP

1,100,000,000+ OCCUPIED ROOM NIGHTS ANNUALLY

\$1,100,000,000,000 U.S. SALES*

*Includes hotel revenue, guest spending and taxes

The industry's leading companies have checked in with AHLA.



AHLA'S MEMBERSHIP

AHLA LEADS OUR THRIVING INDUSTRY

For more than 100 years, AHLA has been the foremost representative of and advocate for the U.S. lodging industry. We are the only national association that represents all segments of an industry that is among the 10 largest business sectors in America. As the industry's singular voice, AHLA brings together and represents the lodging industry's multitude of constituents including:

- Leading global hotel brands
- Hotel owners, management companies and Real Estate Investment Trusts (REITs)
- Independent properties and Bed and Breakfasts
- State hotel associations
- Industry partners and suppliers

As the lodging industry experiences unparalleled growth, AHLA enjoys unprecedented membership.

- 24,000+ Members
- 80% of all Franchise Hotels
- 9 of 10 Top U.S. Hotel Brands
- Over half of all the hotel rooms in the U.S.

AHLA OFFICERS OF THE BOARD



"It's important to be part of AHLA because our members are stronger collectively than any individual company can be. By uniting so many different owners, brands and management companies, AHLA makes our industry's voice much more powerful."

Geoff Ballotti President of the Wyndham Hotel Group



"The AHLA provides the mechanism by which we can get together and actually punch equal to our weight, and get up there on the Hill and make a difference."

Mark Carrier President, B.F. Saul Company Hospitality Group



"AHLA brings our industry together and has made very significant strides representing us to the Administration, Congress, and state and local elected officials while advancing our key policy objectives."

Jon Bortz Chairman, President & CEO, Pebblebrook Hotel Trust



"Being part of AHLA is critically important today. The association helps me protect my top line and my bottom line results. And it helps ensure a successful future for the whole industry by educating the next generation of leaders."

Jim Abrahamson AHLA Immediate Past Board Chair
Chairman of The Board, Interstate Hotels & Resorts

Hospitality's leading suppliers partner with AHLA.

ALLERGY TECHNOLOGIES LLC	HD SUPPLY
AMBIUS	HOSPITALITY BENEFITS LLC
AMERICAN EXPRESS	HOTWIRE COMMUNICATIONS
ANHEUSER-BUSCH, INC.	KALIBRI LABS, LLC
AVENDRA, LLC	KELLOGG'S FOODSERVICE SALES
BLACKSTONE MORTGAGE TRUST	LODGING MAGAZINE
BRAND USA	MAYTAG COMMERCIAL LAUNDRY & AMERICAN DRYER
BURBA HOTEL NETWORK	ONEIDA
CINTAS	ORACLE
COX BUSINESS	PEPSICO
CVENT	PHILIPS LIGHTING COMPANY
DIRECTV	PSAV
DR PEPPER SNAPPLE GROUP	S&D COFFEE
DSI SYSTEMS, INC.	SABRE HOSPITALITY SOLUTIONS
ECOLAB, INC.	SHERWIN WILLIAMS
ENCORE	STE MICHELLE WINE ESTATES
FABRIC INNOVATIONS	STR
FISHER & PHILLIPS LLP	TEMPUR SEALY INTERNATIONAL, INC.
FRIEDRICH AIR CONDITIONING CO.	THE BOSTON BEER COMPANY
GOOGLE, INC.	TRINCHERO FAMILY WINE ESTATES
HBO	USA TODAY
HCCAREERS	

SPONSORS/PARTNERS

AHLA's sponsors and corporate partners are the leaders and major brands in hospitality and many other industries, including technology and telecommunications, business and financial services, construction, hotel supply and food and beverage. Each year, these category leaders partner with AHLA to get unparalleled opportunities to reach and connect with industry decision-makers at AHLA's high-visibility networking and branded sponsored events.

"AHLA's leadership dinner brought together an impressive group of industry leaders. We at Ecolab were honored to be a part of the evening, to celebrate the accomplishments of the past year, and the challenges we'll tackle as an industry in the year ahead. People are at the heart of our industry, and the leadership dinner represents one of those great chances to connect with current and perspective customers, share ideas and have some fun."

-Greg Cocchiarella

Vice President, Global Accounts Hospitality, ECOLAB

"PSAV and the AHLA share a common goal of advancing the hospitality industry and our collaborative partnership with AHLA has strengthened our organization's reach and the awareness of our brand. By sponsoring and working together with AHLA, we've been part of many incredible joint events which have provided us with access to leaders in the hotel and lodging industry."

-Arthur A. Clyne, Jr.

Senior Vice President and General Manager, PSAV

"AHLA has allowed us to connect with our most important customers in a meaningful way for the past 25 years. The AHLEF Golf Classic provides the rare opportunity to engage with key customers for several days at some of the most spectacular golf resorts in the US. The opportunity to work with our leading customers and hospitality brands on security and access related issues provides valuable insight for current and future concerns we all face."

-David Ginn CMHS

VP Hospitality Sales North America, Saflok and Ilco Electronic Locking Systems



AHLA Executive Partnerships:

Top floor access and recognition.

EXECUTIVE PARTNERSHIPS \$50,000 | \$100,000 | \$250,000

When you are at the top level with an AHLA partnership, the hotel industry takes notice. Joining AHLA as an Executive Partner allows your company to closely align your business with our prestigious Board of Directors, hundreds of hotel executives and our 24,000 lodging property members across the United States. This level of commitment to AHLA and our industry provides eligibility to attend exclusive events, join AHLA committees, plus earn consistent recognition on the AHLA website, at all AHLA events and through year-round co-marketing and PR opportunities. Executive Partners get a seat at the table with AHLA's inner circle and the door is open to discuss and implement custom opportunities to best meet your strategic needs.

Contact AHLA today to discuss how an AHLA Executive Partnership can take your industry relationships and business to the next level.

AHLA EXECUTIVE PARTNERS



EXECUTIVE PARTNERSHIPS



Allied Membership:
The door to exclusive
AHLA opportunities.

ALLIED MEMBERSHIP \$3,000

Membership is your first step to accessing AHLA's deep industry knowledge and insights, while networking and conducting business with others in this niche community. Our Allied Members come from organizations who all have a vested interest in the lodging industry. Join over two hundred leading companies and receive valuable membership benefits.

- Directory of Hotel & Lodging Companies
- Subscription to industry publications
- Eligibility to sponsor events
- Access to valuable members-only online resources
- Complimentary CMHS certification
- Vendor discounts on STR data, Lodging Magazine advertising and more
- Membership in AHLA's Allied Council
- Support AHLA's advocacy efforts which protect the industry's and your customers bottom line
- Access to exclusive research and reports that inform and guide business plans for the entire industry
- Listing on AHLA's online preferred supplier guide the Lodging Marketplace

Event Sponsorship:
Get unprecedented access to the
industry's leading decision makers.








EVENT SPONSORSHIP

When it comes to providing quality networking time with lodging industry leaders, and creating opportunities for branding and exposure to the industry at large, AHLA has no equal. AHLA events offer:

- Opportunities to generate leads and collect market insights
- Built-in networking opportunities
- Creative ways to display your brand, share information about your business and services to lodging industry leaders
- Ability to engage in thought leadership on important issues
- Exclusive face time with the key decision makers across all aspects of the lodging industry
- A seat at AHLA's table to voice your priorities
- Insider access to C-suite executives
- Updates on the latest developments in the industry

Make your plans now for 2017 and 2018.

Event	Dates/Location	Attendees	Sponsorship Opportunities	
 <p>American Hotel & Lodging Educational Foundation Golf Classic This annual event is devoted to supporting educational opportunities and scholarships for rising hospitality hopefuls. Attendees enjoy three days of unlimited golf and numerous opportunities to connect with fellow industry leaders. As a sponsor, you will have unparalleled visibility at this popular event.</p>	<p>August 27-30 The Greenbrier White Sulphur Springs, WV</p>	<p>Dozens of leading hotel executives and allied members.</p>	<p>Event Sponsor: \$8,000</p> <ul style="list-style-type: none"> • Includes one golfer • Recognition on signage • Placement in event program • Invaluable networking opportunities with industry executives • Support scholarships for the next generation of industry leaders 	<p>Sign-up to Play Foursome: \$14,400 Single Golfer: \$3,600 Tee Sponsor: \$1,500</p>
 <p>AHLA @ HX: The Hotel Experience As the nation's largest travel tradeshow, this exciting capstone event covers the latest trends and innovations from around the lodging industry, and features thought-leading speakers and unique events that draw thousands of participants from all segments of the hospitality world.</p>	<p>November 12-14 Various locations New York, NY</p>	<p>Hotel and restaurant owners, executives, directors, chefs, and GMs from across the hospitality spectrum, and manufacturers and marketers of all things hospitality.</p>	<p>The conference is home to AHLA's annual signature events which offer a variety of sponsorship opportunities. These events include:</p> <ul style="list-style-type: none"> • Joint Council Meeting and Annual Meeting of Members • Board of Directors Meeting • Committee Meetings <p>Sponsors of these events enjoy all the benefits of recognition, participation and networking during the industry's premier show week.</p>	
 <p>AHLA Joint Council Meeting The AHLA Joint Council Meeting brings together hotel owners and operators with the Board of Directors for an informational session for all membership categories, including Allied Members.</p>	<p>November 12 New York, NY</p>	<p>Hotel owners, operators, AHLA's Board of Directors and Allied Members.</p>	<p>Event Sponsor: \$15,000 Event sponsors are recognized as AHLA supporters, with company logos featured on event materials, and networking with attendees before and after the meeting.</p>	
 <p>AHLA Owner & Management Council Meeting The AHLA Owner and Management Council meeting is held twice a year in conjunction with the annual ALIS conference and the NYU International Hospitality Industry Investment Conference.</p>	<p>January 23, 2018 JW Marriott at L.A. LIVE Los Angeles, CA</p> <p>June (TBD) New York Marriott Marquis New York, NY</p>	<p>Members of AHLA's Owner and Management Councils.</p>	<p>Event Sponsor: \$15,000</p> <ul style="list-style-type: none"> • Recognition on signage and during program • Networking opportunities 	
 <p>AHLA Stars of the Industry Awards The AHLA Stars of the Industry Awards provides a once-a-year opportunity to help celebrate the industry's outstanding employees and properties. Held in conjunction with the Legislative Action Summit.</p>	<p>2018 Washington, D.C.</p>	<p>General managers, brand executives and hotel line staff from across the country.</p>	<p>Event Sponsor: \$15,000 Table Sponsor: \$1,000</p> <ul style="list-style-type: none"> • Prominently placed tables for 10 • Recognition on event signage, in the event program and during awards ceremony • Show support for the industry's star performers 	
 <p>Legislative Action Summit (LAS) Make an impact on the industry by supporting this pivotal event held in partnership with the Asian American Hotel Owners Association (AAHOA). Meet your members of Congress face-to-face and discuss issues critical to the lodging industry. Your support and involvement will help shape the legislative agenda and industry as a whole.</p>	<p>2018 Location & date TBD.</p>	<p>Hotel executives, owners, general managers and partner state representatives from around the country.</p>	<p>Supporting Sponsor: \$15,000</p> <ul style="list-style-type: none"> • Logo included in event email marketing • Recognition on onsite materials and signage • Recognition during the main conference program • Participate on Capitol Hill in the industry's most important advocacy event 	
 <p>AHLA Board of Directors Meeting The AHLA Board of Directors Meeting is a gathering of the association's main leadership and is comprised of leading industry executives.</p>	<p>Three times per year. Location and dates TBD.</p>	<p>AHLA's Board of Directors is comprised of premiere industry leaders.</p>	<p>Meeting Sponsor: \$15,000 Sponsorship of this special event includes recognition at the meeting by Katherine Lugar, AHLA President & CEO, and the opportunity to address the gathering, as well as network with board members during the opening breakfast.</p>	
 <p>The Forum: An AHLA Experience™ The Forum is the first-ever strategic industry gathering that convenes the most influential thinkers and the most senior level hospitality executives and leadership to advance the objectives of the global hospitality ecosystem. It will accelerate the success of the organizations that attend, inspire the executives who participate and drive the forward trajectory of the hospitality industry.</p>	<p>May 1-2, 2018 Middleburg, VA</p>	<p>Invitation only to our industry's most senior leaders. The objective of The Forum is to convene the right audience of industry leaders and strategic thinkers to define the industry platform today and moving forward.</p>	<p>Contact Brad Aldrich for more information. Various levels available. Customized underwriter proposals available.</p>	

For information regarding sponsorship, membership and partner opportunities, please contact Brad Aldrich at (202) 289-3154 or baldrich@ahla.com.

Connect with the industry leaders who can shape your future.

Contact AHLA today to discuss your 2017 objectives and see how a sponsorship or partnership can help you reach them. Together, we can take our industry – and our businesses – to new heights of growth and success.

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