

AH&LA

2012 EVENT GUIDE



LOS ANGELES WASHINGTON
ORLANDO HOUSTON
COLORADO SPRINGS DENVER
NEW YORK CITY LAUDERDALE
CARLSBAD DEER VALLEY



This is your guide to 2012 AH&LA events, as well as events supporting the Foundation and Educational Institute. Our diverse collection of annual programs provides high level networking, best in class education, and often effect industry-wide change.

Learn who comes to these events, what to expect, and the discount your AH&LA membership grants you through this guide. To heighten your presence, sponsorship opportunities are detailed as well.

WHO ARE AH&LA MEMBERS?

AH&LA welcomes all the different sectors and professional levels within hospitality, with our primary members being hotel owners and general managers, also known as Property Members. The next largest group is the Multiunit Members, which includes brands and management companies or individuals who own or manage more than one property.

Allied Members are vendors or suppliers to the hotel industry, and a membership category for Universities and Students with a focus in hospitality is also available. Additionally, the Under 30 Gateway is for professionals under age 30, and Women In Lodging is open to any employee at an AH&LA member organization.

MEMBER RECOGNITION

To recognize outstanding hotel employees, programs, innovations, and successes, AH&LA hosts the Stars of the Industry Awards each year, which is exclusively available to members. A special award just for Allied Members, the John Whitaker Award, is given during the Legislative Action Summit (LAS). Also during LAS, state-chosen recipients of the State Leadership award are recognized.

MEMBER INVOLVEMENT

In addition to attending events, members are able to increase their industry involvement by joining a committee. AH&LA, the Foundation, and the Educational Institute each offer specialized committees, with a combined total of more than two dozen.

Committees typically meet twice per year and serve as a forum for likeminded hoteliers to share challenges, ideas, and launch industry initiatives. To learn more about committees and how to get involved, visit www.ahla.com/committees. Sponsorship opportunities for committee meetings are also available.



AH&LEF GOLF CLASSIC
Carlsbad, CA

HOTELPAC BROADMOOR CLASSIC
GOLF TOURNAMENT
Colorado Springs, CO

JULY 2012

SU	M	T	W	TH	F	SA
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AUGUST 2012

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AH&LA RESORT COMMITTEE ANNUAL MEETING
Deer Valley, Utah

AH&LA RESORT COMMITTEE ANNUAL MEETING
Deer Valley, Utah

WESTIN KIERLAND HALLOWEEN HOTELPAC OPEN
(OCTOBER TBD)
Scottsdale, AZ

SEPTEMBER 2012

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OCTOBER 2012

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AH&LA FALL CONFERENCE HELD IN
CONJUNCTION WITH THE INTERNATIONAL HOTEL, MOTEL +
RESTAURANT SHOW
New York, NY

AH&LA FALL CONFERENCE WELCOME RECEPTION
AH&LA CEO DINNER
HOSPITALITY LEADERSHIP FORUM
HOTELPAC HOSTS AH&LA INCOMING CHAIR'S RECEPTION
AND LIVE AUCTION
AH&LA INAUGURAL GALA

ISHAE WINTER CONFERENCE (TENTATIVE)
Ft. Lauderdale

NOVEMBER 2012

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AMERICAS LODGING INVESTMENT SUMMIT (ALIS)

Los Angeles, CA

HOTELPAC LUNCHEON AT ALIS

JANUARY 2012

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AH&LA LEGISLATIVE ACTION SUMMIT

Washington, DC

FEBRUARY 2012

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AH&LA LEGISLATIVE ACTION SUMMIT

Washington, DC

LODGING MANAGEMENT PROGRAM (LMP) COMPETITION

Orlando, Florida

MARCH 2012

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APRIL 2012

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ISHAE SUMMER MEETING

Houston, TX

AH&LA SUMMER SUMMIT

Houston, TX

AH&LA STARS OF THE INDUSTRY AWARDS

Houston, TX

MAY 2012

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JUNE 2012

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AMERICAS LODGING INVESTMENT SUMMIT (ALIS)

January 23-25
JW Marriott and Nokia Theatre at LA LIVE
Los Angeles, CA

Who attends: Hotel investors, development companies, hotel owners

Atmosphere: Big business, important

Number of attendees: 2,500–3,000

The leading and largest hotel investment conference in the world, ALIS, attracts more than 2,000 top industry leaders from across the globe. This event offers numerous networking opportunities, where attendees buy and sell hotels on the spot. An extensive array of seminars and panels are also conducted, featuring hotel industry experts who discuss important trends and identify new opportunities for the year ahead.

Sponsorship opportunities: Contact BHN at (714) 574-3900

HOTELPAC LUNCHEON AT ALIS

January 23 (11:30 a.m.-1:15 p.m.)
JW Marriott at LA LIVE
Los Angeles, CA

Who attends: Politically-minded members

Join us for a luncheon featuring political strategist and commentator, Mike Murphy.

Cost to attend: \$100 suggested donation

AH&LA LEGISLATIVE ACTION SUMMIT

February 29-March 1
JW Marriott Washington DC
Washington, DC

Who attends: Politically-minded members, board members, state association executives

Atmosphere: Political, educational, important

Number of attendees: 250+

Hoteliers from across the country attend to learn the pressing legislative issues facing the lodging industry and take their message to Capitol Hill. Attendees convene with other delegates from their state to devise and execute a lobbying strategy, and both nights feature networking receptions with members of Congress. Previous legislative knowledge is not necessary and it's a welcoming environment for first-timers. Sponsors receive recognition on marketing materials, the LAS Website, printed pieces, and inclusion in the audio visual presentation.

Sponsorship opportunities: \$10,000

HotelPAC sponsor: \$5,000

Cost to attend: AH&LA member - \$370; nonmember - \$570

LODGING MANAGEMENT PROGRAM (LMP) COMPETITION

March 28-30
Rosen Shingle Creek Resort & University of Central Florida, Rosen College of Hospitality
Orlando, Florida

Who attends: High school students and teachers, state lodging association leaders, college hospitality educators, hotel executives

Atmosphere: Competitive, fun

Number of attendees: 90–110

As a platform for introducing high school students to the opportunities in lodging, the LMP national competition merges classroom learning with real-life work experiences, and it awards scholarships from leading universities to the winners. National sponsors may sit on the judges' panel and speak at the awards luncheon. Limited to five vendors and five hoteliers, it's the best way to reach tomorrow's leaders today and network with leading lodging HR executives. Contact Shelly Weir at sweir@ahla.com for more details.

National sponsor: \$5,000

Cost to attend: Varies based on level of participation

ISHAE SUMMER MEETING

June 11
InterContinental Houston near the Galleria
Houston, TX

Who attends: Heads of partner state associations

Atmosphere: Collaborative, informative

Number of attendees: 30

The first meeting of the year for the International Society of Hospitality Association Executives (ISHAE), representatives from AH&LA's partner state associations gather to share strategies and tactics for advancing the success of their respective organizations. Sponsorship grants you the opportunity to spend time interacting with this uniquely targeted group, and a positive first impression can lead to state-level partnerships and exposure. For more information, contact Christina Pappas at cpappas@openthedoor.biz.

Sponsorship opportunities: \$1,000 to \$10,000

Cost to attend: TBD

AH&LA SUMMER SUMMIT

June 12-13
InterContinental Houston near the Galleria
Houston, TX

Who attends: Board and committee members, local hoteliers

Atmosphere: Casual, high-level

Number of attendees: 150–175

Achieve invaluable face time with board members, committee members, and a diverse cross-section of AH&LA members. This intimate gathering is an ideal forum for introducing your company and spending quality time discussing business opportunities with decision makers. Sponsorship categories appeal to all budgets, and you'll have your target audience at your fingertips for two days.

Event sponsor: \$10,000

HotelPAC sponsor: \$5,000

Cost to attend: AH&LA member - \$260; nonmember - \$460

AH&LA STARS OF THE INDUSTRY AWARDS

June 13

InterContinental Houston near the Galleria
Houston, TX

Who attends: Award recipients and their bosses, coworkers, and corporate representatives

Atmosphere: Uplifting, inspirational

Number of attendees: 200

Held during the AH&LA Summer Summit, this national awards program honors exemplary hospitality employees across every job function.

Event sponsor: \$10,000

Table sponsor: \$1,000

Cost to attend: Included in Summer Summit registration or \$100 just for awards program

AH&LEF GOLF CLASSIC

August 19-22

La Costa Resort & Spa
Carlsbad, CA

Who attends: Influential leaders who love to golf, philanthropists

Atmosphere: Friendly competition, social

Number of attendees: 90-110

Indulge in three days of all-inclusive, unlimited golf, while forging bonds in the name of competition with industry leaders. An event that directly supports the American Hotel & Lodging Educational Foundation, attendees appreciate the charitable sponsorships by our allied members who help make this highly-anticipated event possible.

Event sponsor: \$7,500 (includes one golfer)

Tee sponsor: \$1,500

Gifts & prizes: Any amount

Cost to attend: Foursome - \$14,000; Single Golfer - \$3,500; Social Package - \$2,500

HOTELPAC EVENTS

Who attends: Politically-minded members

Atmosphere: Exciting, competitive, social

Number of attendees: range per event 50-150

Show your commitment to the hospitality industry by attending or becoming a sponsor of these events supporting AH&LA's political action committee, HotelPAC. These perennial networking events offer a range of sponsorship opportunities to accommodate all budgets.

Supporting opportunities: \$500 to \$5,000

Auction item donation: Any amount

Broadmoor Classic Golf Tournament

August 30

The Broadmoor
Colorado Springs, CO

Cost to attend: Individual golfer + dinner - \$250; Team of 4 golfers + dinner - \$950

Westin Kierland Halloween HotelPAC Open

October TBD

The Westin Kierland
Scottsdale, AZ

Cost to attend: Individual golfer + luncheon - \$149; Team of 4 golfers + luncheon - \$550

HotelPAC Hershey Event

TBD

The Hotel Hershey
Hershey, PA

Cost to attend: TBD



AH&LA RESORT COMMITTEE ANNUAL MEETING

September 29-October 3
Montage Deer Valley
Deer Valley, Utah

Who attends: Owners and operators of resorts
Atmosphere: Intellectual, intimate
Number of attendees: 90-110

Uniting around 100 top invitation-only resort executives, this annual meeting is a rare opportunity to network with this exclusive audience. For four days you will be alongside resort owners and operators as they discuss issues and strategies pertaining to their unique business, with the opportunity to address them directly and have signage complement your presentation.

Event sponsor: \$10,000

AH&LA FALL CONFERENCE HELD IN CONJUNCTION WITH THE INTERNATIONAL HOTEL, MOTEL + RESTAURANT SHOW

November 9-13
Jacob K. Javits Convention Center
New York, NY

Who attends: CEOs, hotel owners, purchasing managers
Atmosphere: Fast-paced, important
Number of attendees: Over 30,000

Hoteliers and vendors converge for five days of networking, seminars, committee meetings, and the nation's largest travel tradeshow. Millions of dollars in sales are conducted on the tradeshow floor, and AH&LA sponsors stand out with additional opportunities to showcase their organization. As a business-oriented conference, it's a prime venue to form strategic relationships and fill a year-long pipeline.

Cost to attend: AH&LA member - free; nonmember - \$50

AH&LA FALL CONFERENCE WELCOME RECEPTION

November 9
The Waldorf=Astoria
New York, NY

Who attends: AH&LA members registered for the AH&LA Fall Conference
Atmosphere: Informal, social
Number of attendees: 400-450

The presenting sponsor of the opening reception to the AH&LA Fall Conference will enjoy signage, inclusion in Fall Conference publications, and the opportunity to address the audience.

Supporting sponsor: \$5,000
Cost to attend: Free (AH&LA members only)

AH&LA CEO DINNER

November 9
Location TBD
New York, NY

Who attends: Invited CEOs of hotel companies
Atmosphere: Exclusive, elite
Number of attendees: 110-130

The week's most exclusive, invitation-only event, attendees enjoy a glamorous evening at one of the city's premier hotels, complete with fine dining and live entertainment. Sponsorship includes six attendees and event-appropriate logo usage.

Supporting sponsor: \$15,000
Cost to attend: Free (invitation only)

HOSPITALITY LEADERSHIP FORUM

November 10
The Jacob K. Javits Convention Center
New York, NY

Who attends: Operations-minded hoteliers
Atmosphere: Educational, transformational
Number of attendees: 450-500

Education is one of the most valued benefits of AH&LA membership, and this full day of seminars and certification training touches all aspects of the lodging and food service industries. Held in conjunction with the International Hotel, Motel + Restaurant Show (IHMSR).

Cost to attend: TBD

HOTELPAC HOSTS AH&LA'S INCOMING CHAIR'S RECEPTION AND LIVE AUCTION

November 10
The Waldorf=Astoria
New York, NY

Who attends: Politically-active AH&LA members, board members

Atmosphere: Lively, interactive

Number of attendees: 50-70

AH&LA's executive and governmental affairs teams welcome the incoming chair, with a private VIP reception and the Fall Conference's live auction. Sponsorship includes four attendees and event-appropriate logo usage.

Reception co-sponsor: \$5,000

Cost to attend: \$100 suggested donation

AH&LA INAUGURAL GALA HONORING INCOMING CHAIR RON VLASIC, REGIONAL VICE PRESIDENT, KIMPTON HOTELS & RESTAURANTS

November 11
Location TBD
New York, NY

Who attends: AH&LA board members and supporters, industry peers

Atmosphere: Celebratory, formal

Number of attendees: 350

One of the premier events of the year will be this black-tie evening honoring AH&LA's incoming chair and attended by industry leaders and suppliers. As sponsors, you receive color logo display on the Gala Website, table signage, and inclusion on the audio-visual presentation.

Dinner sponsor: \$50,000

Supporting sponsor: \$15,000

Cost to attend: Individual ticket - \$300; Table of 10 - \$2,750

ISHAE WINTER CONFERENCE

December 4-6 (tentative)
Hilton Ft. Lauderdale Beach Resort
Ft. Lauderdale, FL

Who attends: Heads of partner state associations

Atmosphere: Collaborative, informative

Number of attendees: 70-80

The second International Society of Hospitality Association Executives (ISHAE) meeting of the year, representatives from AH&LA's partner state associations gather twice a year to share strategies and tactics for advancing the success of their respective organizations. Sponsorship grants you the opportunity to address and spend three days interacting with this uniquely targeted group. These individuals are the gatekeepers to our members and a positive first impression can lead to state-level partnerships and exposure. For more information, Christina Pappas at cpappas@openthedoor.biz.

Sponsorship opportunities: \$1,000 to \$10,000

Cost to attend: TBD

AH&LEF DINNER TRIBUTE

Location/Date/Time TBD

Join your industry peers at this celebrated event honoring lodging legend Kemmons Wilson and the IHG family, with the AH&LA Hospitality Lifetime Achievement Award.

Sponsorship opportunities: Co-Sponsor (limited to three) - \$25,000;

Table Sponsor - \$5,000; Table For 10 - \$2,000;

Individual Ticket - \$225; Program Ads - \$400 to \$1,000

All dates and pricing are as of December 2011, and are subject to change. For more information or updates on AH&LA events, visit www.ahla.com/events, or contact Lauren Pravlik at (202) 289-3116 or lpravlik@ahla.com. To become a sponsor, contact Brad Aldrich at (202) 289-3154 or baldrich@ahla.com.



www.ahla.com | (202) 289-3100