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## ALLIED MEMBERSHIP BENEFITS

- Capability to market and sell to hotel owners of different brand names and independent hotels.
- Use of the AAHOA logo denoting Allied membership. See AAHOA General Standards & Guidelines for use of logo and membership database.
- Involvement in a growing and unique association whose members presently own over 50% of the economy lodging in the U.S.A. This figure is expected to increase significantly each year.
- Opportunity to participate in the AAHOA Annual Convention, which is described by exhibitors as the best value per dollar in the industry.
- Discounted booth rates when exhibiting at regional conferences and the AAHOA Annual Convention.
- Opportunity to build relationships with individual members, as well as, the entire community, which in time may result in a loyal customer base.
- Networking and sales opportunities during regional meetings and trade shows offered.
- Listed in the Allied Member Directory on the AAHOA Web site which is searchable by keyword, product category, company or contact name.
- Listed quarterly in Allied Member Directory Section of the *AAHOA Lodging Business* magazine under two classifications. Additional classification listings are available for \$50 each per quarterly issue.
- Listed in the AAHOA Buyer's Guide, which is published annually. Opportunities for feature articles on up-and-coming products.
- Capability for involvement in our magazine and other collateral materials through sponsorships, articles and advertisement.
- Membership fee includes a maximum of 5 members for your organization.
- Involvement through new sponsorship programs and speaking opportunities.