

Connect. Experience. Profit.

join today

The IAHI Owners' Association is a consistent advocate for the owners and operators of InterContinental® Hotels Group (IHG) branded hotels. This Association offers a valuable opportunity for owners to truly make a difference in the resolution of challenges that arise in the branded hotel arena. For all its power as a business advocacy group and industry leader, IAHI membership boasts a strong and loyal network. This distinguished group of franchisees from around the world represents more than 5,500 owners and operators of IHG hotel brands.

Collectively, these hotels influence more than \$3 billion of annual spending power:

- ▶ **Finances and investments**
- ▶ **Furnishings and fixtures**
- ▶ **Guest amenities and services**
- ▶ **Technology**
- ▶ **Linens, bedding, apparel and accessories**
- ▶ **Telecommunications**

Wouldn't your business benefit from direct access to this powerful buying source? Join the IAHI as an Associate Member, and gain access to franchisees and senior executives of the world's most global hotel company. As an Associate Member, your company will have the ability to promote products and services directly to IHG franchisees at exclusive member functions and through valued membership publications, such as *Owner* magazine and our e-newsletter. For just **\$950** annually, you can open the door to this influential group and all the potential it offers.

Join THE IAHI today.

IAHI represents the following IHG Brands:



iahi.org

iahi
The Owners' Association

Membership Benefits

rewarding

Associate Membership has its rewards!

Upgrade your **Basic** Associate Membership to **Silver, Gold, or Platinum** status, and increase your opportunities to promote your product to the buying power of IHG franchisees.

Associate Membership Benefits	Basic	Silver	Gold	Platinum
Directory Listing	Included	Included	Included	Included
Company Logo And Link On IAHI Web Site	Included	Included	Included	Included
Email Advertisement/Offer		One per year	Two per year	Four per year
Owner Magazine Advertisement		1/4 page, four issues	1/2 page, four issues	Full page, four issues
Annual Investors Conference	Recognition Ribbon	One hole at annual Golf Tournament	One hole at annual Golf Tournament	Premium Event: Golf Tournament Reception, Member Party, etc.
Board/Committee Meeting Sponsorships		3x Table Exhibit Space	4x Table Exhibit Space	4x Table Exhibit Space and Board of Directors Cocktail Reception and Dinner
Direct Mail			One per year	One per year
E-Newsletter Advertising			One banner ad per year	Three banner ads per year
Web Site Advertising Page For One Year		Included	Included	Rotating banner ad on home page
Marketing Investment	\$950	\$12,500	\$25,500	\$50,500

iahi.org



Sponsorship Opportunities

networking

As an IAHI Associate Member, you'll gain exclusive access to franchisees and IHG senior management who make purchasing decisions for their hotels, management and development companies. Each year IAHI offers multiple opportunities for one-on-one interaction with members at events such as Board of Directors Meetings, Regional and Brand Committee Meetings, and the annual IHG Americas Investors & Leadership Conference.

2010 IAHI Calendar

Month	Date*	Meeting	Location*
January	12-13	IAHI Board of Directors Meeting	Atlanta, GA
February	23-25	IAHI Joint Committee Meetings - 2 TRADE SHOWS	Atlanta, GA
March	7-10	IAHI Latin America Meeting	Costa Rica
	10-11	IAHI Canada Meeting	Toronto (TBC)
	16-17	IAHI EMEA Meeting	London, England
	17	IAHI Mexico Committee Meeting	Mexico City, Mexico
April	14-18	IAHI Board of Directors Meeting	Monterey, CA
May	18-20	IAHI Joint Committee Meetings - 2 TRADE SHOWS	New Orleans, LA
June	1-2	IAHI Canada Committee Meeting	Toronto (TBC)
	2-3	IAHI Mexico Committee Meeting	Mexico City, Mexico
	21-22	IAHI EMEA Committee Meeting	Helsinki, Finland
July	14-15 19 week	IAHI Board of Directors Meeting Celebrate Service Week	Baltimore, MD Global
August	10-12 25	IAHI Joint Committee Meetings - 2 TRADE SHOWS IAHI Mexico Committee Meeting	Chicago, IL Monterrey, Mexico
September	1-2	IAHI Board Directors Meeting	Atlanta, GA
	8-10	IAHI Chairman's Planning Meeting	Lake Placid, NY
	21-22	IAHI Canada committee Meeting	Kelowna, BC
October	4-5	IAHI EMEA Committee Meeting	Amsterdam, Netherlands
	25-27	IHG Investors Conference	Las Vegas, NV
November	30-Dec 1	IAHI EMEA Committee Meeting TBD	Cairo, Egypt
	30-Dec 3	IHG EMEA Investors Conference	Cairo, Egypt
December	1-2	IAHI Canada Committee Meeting	Montreal
	2-3	IAHI Mexico Committee Meeting	Cancun, Mexico
	7-9	IAHI Joint Committee Meeting	Atlanta, GA

To schedule your sponsorship opportunity contact Jill Ellis at 770-604-5553 or jill.ellis@iahi.org.



iahi.org



*Dates and locations are subject to change, and all sponsorship opportunities are available on a first-come, first-serve basis. Costs range from \$2,500 to \$10,000 per event.

targeting

Reach more than 5,500 hotel owners/operators and general managers through valued membership publications and communications.

www.iahi.org and www.myiahi.org

More than 10,000 unique visitors come to the IAHI web sites each month, looking for ways to get the most value from their membership. Our members continue to increase their use of member web sites for information on preferred vendors, upcoming events, and important brand announcements.

E-Newsletter Advertising

Delivered 4 to 6 times each year to IAHI members and IHG senior executives, our e-newsletter contains up-to-the-minute information about IHG, its brands, industry news and special offers from our Associate Members. Advertising space is limited, reserve early.

Large Banner Ads

This electronic version of your creative includes a link to your company website.

Small Banner Ads

Your company logo with a link to your website.

Advertising Rates (per insertion)

E-Newsletter Ad Type	1X	2X	3X	4X	5X	6X
Large Banner	\$2,000	\$1,850	\$1,700	\$1,450	\$1,250	\$1,000
Small Banner	\$1,375	\$1,225	\$1,075	\$925	\$800	\$675

Rates are net, per insertion.

E-Newsletter Banner Ad Specifications

RGB files, 480x60 horizontal pixels, animated or still .GIF file, maximum file size – 15k.

Email Offers The IAHI will send a dedicated email blast to all members highlighting your special member offer and/or new product announcement. Associate Members are limited to sending offers up to one time per year.

One Email Offer \$2,000 per mailing

Direct Mail Put your offer in the hands of IAHI members with our Direct Mail program. Your brochure or other collateral is mailed via first class to all active members, and members receive a maximum of two offers each month. One mailing \$2,000 plus postage (you supply envelope and postage)



Dear IAHI Member,
Check-Inn provides you on specific topics important. As you know, in guest room is rapidly changing and can be difficult. To help, we've included an information from World Cinema that introduces...

Michael Hoffman
IAHI Chairman



Today's Television Technology
By World Cinema



IHG Television/In-Room Programming
Brand Standards



America's #1 premium television service

myiahi.org

iahi.org

