

Connect to Proven Spending Power

The IHG Owners Association represents the long-term interests of the most forward-thinking IHG-branded hotel owners worldwide. Collectively, our members influence more than \$4 billion in annual spending power, and many of our members own multiple properties with multiple brands. Access to such dynamic hotel owners can enable you to connect to groups ranging from one to 30+ hotels with a single purchasing contract.

All Allied Member companies that are selected to be a part of the Association's Allied Member Program are carefully vetted using a series of considerations, including history with IHG-branded hotels, overall hospitality experience and relationships with existing IHG owners and corporate. In select categories, Allied Members must also be aligned with chosen IHG-approved partner suppliers as part of IHG brand standard requirements.

The products and services our members actively seek include:

- Food and beverage
- In-house sales services and consulting
- Cleaning products and chemicals
- Talent acquisition and employee retention services
- Finances and investments
- Furnishings and fixtures
- Guest amenities and services
- Technology and telecommunications
- Linens, bedding, apparel and accessories
- Insurance, human resources and accounting services

Some of our most highly sought after networking opportunities offered through Allied Membership include:

- Global Board of Directors
- Europe Regional Council
- Working Group or Task Force Networking Events
- Country, Regional or Sub-Committee Meetings
- U.S. and Regional Owner Summit Series (non-conference years)
- IHG Americas Conference Opportunities (when applicable, including Member Party, Member Meeting, Golf Tournaments and more)
- IHG European Conference Opportunities (when applicable)

IHG[®] Hotels & Resorts

KIMPTON[®]
HOTELS & RESTAURANTS

Regent

HOTEL
INDIGO

CROWNE PLAZA

HUALUXE
華邑酒店及度假村[®]

Holiday Inn

Holiday Inn
Club
Vacations

IHG[®]
Rewards
Club

INTERCONTINENTAL

VOCO

STAYBRIDGE
SUITES

CANDLEWOOD
SUITES

avid

EVEN HOTELS

Holiday Inn
Express

Nathan Polny | Director, Partnerships & Member Programs
770.604.5506 | www.owners.org
Three Ravinia Drive, Suite 100, Atlanta, GA 30346

IHG OWNERS
ASSOCIATION

Partner, Promote & Engage

Effectively promote your products and services through the Association's targeted membership communications channels.

Allied Member Communication Opportunities

To complement the range of benefits offered with Package-Level memberships, Allied Members have the option of selecting even more marketing opportunities on an individual, à la carte basis. We've created an inclusive menu to help you get the most out of your membership and to best help you accomplish your goals.

Basic Allied Membership is required to participate in any Association marketing programs, including OWNER Magazine advertising.

mySource is Your Source for Exposure

The IHG Owners Association is here to help you put the spotlight on your brand by sending attention-grabbing emails on your behalf to our members. This is your chance to highlight your special offers, new product announcements or educational product information. Don't miss out on your chance to capture the attention and interest of owners and operators of more than 3,700 IHG-branded hotels worldwide. It's vital to get your brand in front of the right people, and with our partnership, you can reach all of our members around the globe with a customized message that can be specially targeted by region or specific brands. Capitalize on our loyal readership to help build your brand and business.

While we only send mySource e-blasts on a selected basis, our email-offers generate a very high open rate with proven results. We will send you an Open Report 7-10 days after your e-blast drops so that you can see your Open Rate and Click-Through Rate.

Your emails will be customized to be either text and images, or full HTML format. An Association representative will work directly with you to complete and send emails.

Pricing: \$2,500 per blast/\$2,000 per blast for 2+ emails booked at once for the same calendar year. Maximum of 4 blasts per year/one per quarter.

Make a Lasting Impression with Banner Advertising in myConnect Newsletter

You can be part of the Association's most-read membership communication tool which averages over 4,000 opens per bi-monthly email. Your company will gain tremendous recognition that drives traffic and generates leads when you place your ad in our highly visible myConnect e-newsletter. Each myConnect allows space for only one banner ad as part of each communication. myConnect is delivered electronically to every global member twice a month and is one way to help boost your brand and extend your message to the entire myConnect member audience.

The Allied Member must complete banner ad specs and design. A full Open and Click-through Report will be sent to you within 7-10 days after your banner ad is sent.

Pricing: \$2,000 per banner ad/\$1,500 per banner ad for 2+ ads booked at once for the same calendar year.

Soak Up the Spotlight with the Allied Member of the Month

The Association's Allied Member of the Month aims to highlight our valued Allied Members and give them an opportunity to showcase their business each month on three of our social media platforms: Facebook, Twitter and LinkedIn. This is an incredible opportunity for Allied Members to interface and engage with our members and non-members through a trusted source. Each month will be dedicated to only one Allied Member, and you will get two posts within that month. Each post, written by the Allied Member, will be accompanied by an image or a video of your choice. The post should include information about what service/product you provide and a link to your company's official website. Because this copy is being used for social media, your content should be as concise, dynamic and engaging as possible! Social media posts will be executed during the 1st and 3rd week of your designated month.

Pricing: \$2,000 for a one-month program (2 sets of posts). Limit of 12 opportunities available; only one Allied Member per month. First come, first served.

Direct Mail Made Easy and Effective

Our Direct Mail program puts your message directly into the hands of Association members. Allied Members provide all materials, fulfillment/stuffing and postage (including print and production). Completed pieces are then sent to the Association's mail house representative in bulk, where they will be addressed and mailed first class on your behalf. All costs are covered by the Allied Member.

Pricing: \$3,000 per mailing / \$2,500 for 2+ mailings booked at once for the same calendar year.

Target Our Most Loyal Readers with *OWNER* Magazine

IHG Owners Association members rely on our exclusive *OWNER* Magazine for insider news, industry trends and best practices, Association, Board and Working Group updates and IHG brand activities. All advertising for *OWNER* Magazine is handled through our publishing partner, McNeill Media Group. Once you determine ad size and frequency, we'll put you directly in touch with McNeill Media Group to review your ad specs, material due dates, etc. The magazine is distributed to 9,000 members and hotels throughout 65 countries. Advertising space is limited, so please reserve early.

Pricing: See separate *OWNER* Magazine Media Kit insert.

Target Marketing Through Our New Online Community

The Association now offers a powerful new tool for members to connect, share and discuss issues owner-to-owner through our new Online Community, connect.owners.org. This community platform offers our Allied Members the opportunity to market within those communities through our banner advertising, weekly digest advertising, publishing whitepapers and videos and directory listing in the Online Community.





Pricing: See separate Online Community pricing & spec insert.



Share Your Experience by Leading an Expert Sessions Webinar

Allied Members selected by the Association have the opportunity to host an Association Expert Session webinar on relevant industry topics. The topic must be approved by the Association and the webinar will be hosted by the Association internally. The Association will create the communications plan and promote the webinar to our members through our digital channels (email blasts, social media, etc.). All marketing content will be provided by the Allied Member and distributed through the Association. An attendee report may be sent to the Allied Member post webinar.

Pricing: Speak with an Association representative.

Membership Package Options

MEMBERSHIP	INCLUDES
 ASSOCIATE \$2,250	<ul style="list-style-type: none"> • Company listing in the Allied Member Directory, which is accessible to all Association members globally (includes all basic company information) and listing in the Online Community. • Recognition Ribbon at annual IHG Conference (on Conference years) • Company name listed in each issue of <i>OWNER</i> Magazine for the year of your package <p>Must pay to be a Basic Allied Member at minimum to participate in any marketing, advertising or Association events.</p>
 BRONZE \$12,000	<ul style="list-style-type: none"> • Basic membership • One mySource email blast (to all Association members) per year <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> • Participation in two Working Group events (U.S.) • Or participation in one Country Committee meeting (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)
 SILVER \$18,000	<ul style="list-style-type: none"> • Basic membership • One mySource email blast (to all Association members) per year • Half-page ad in <i>OWNER</i> Magazine, two issues • Optional participation in the Association's annual charity event or INN PAC fundraiser during conference years <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> • Participation in three Working Group events (U.S.) • Or participation in one Regional Committee meeting (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)
 GOLD \$35,000	<ul style="list-style-type: none"> • Basic membership • Three mySource email blasts (to all Association members) per year • Half-page ad in <i>OWNER</i> Magazine, all four issues • Submission of two company-led or industry-related whitepapers, webinars or videos on the Association's Online Community, connect.owners.org, for one year • Optional participation in the Association's annual charity event or INN PAC fundraiser during conference years • Participation in one Country Committee meeting (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America) • Participation in and event attendance at two U.S. Owner Summits or U.S. Regional Meetings (non-conference years) <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> • Participation in three Working Group events (U.S.) • Or participation in two additional Regional Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)

MEMBERSHIP	INCLUDES
<div>  PLATINUM </div> <div> \$70,000 </div>	<ul style="list-style-type: none"> • Basic membership • Four mySource email blasts (to all Association members) per year, one per quarter • Full-page ad in <i>OWNER</i> Magazine, all four issues • Submission of two company-led or industry-related whitepapers, webinars or videos on the Association's Online Community, connect.owners.org, for one year. • Featured lead industry-related whitepapers, webinars, or videos on the Association's Online Community, connect.owners.org, for one month in the calendar year. • Optional participation in the Association's annual charity event or INN PAC fundraiser during conference years • Participation in one Regional Committee meeting (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America) • Participation in select Americas Conference Events (Member Party, Member Event, etc.) during conference years • Participation in and event attendance at all U.S. Owner Summits or U.S. Regional Meetings (non-conference years) • Participation in one Global Board of Directors event or one Europe Regional Council meeting <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> • Participation in four Working Group events (U.S.) • Or participation in two additional Regional Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)
<div>  DIAMOND </div> <div> \$95,000 </div>	<ul style="list-style-type: none"> • Basic membership • Four mySource email blasts (to all Association members) per year, one per quarter • Full-page ad in <i>OWNER</i> Magazine, three issues PLUS two-page spread ad in one issue of <i>OWNER</i> Magazine • Rotating company logo on home page of owners.org for full calendar year • One myConnect newsletter banner ad • Submission of two company-led or industry-related whitepapers, webinars or videos on the Association's Online Community, connect.owners.org, for one year. • Featured lead industry-related whitepapers, webinars, or videos on the Association's Online Community, connect.owners.org, for one month in the calendar year. • Lead banner ad rotation on the Association's Online Community homepage, connect.owners.org, for two weeks in the calendar year. • Optional Premium participation in of Association annual charity event or INN PAC fundraiser during conference years • Participation in four Regional Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America) • Premium participation in Conference Events (Member Party, Member Meeting, etc.), during conference years • Participation in and event attendance at all U.S. Owner Summits or U.S. Regional Meetings (non-conference years) • Participation in and event attendance at all non-U.S. Owner Summits (Canada & Mexico) • Participation in four Working Group events (U.S.) • Participation in one Global Board of Directors event • Participation in one Europe Regional Council meeting

Membership Matrix

MEMBERSHIP INCLUDES:	Associate	Bronze	Silver	Gold	Platinum	Diamond
Basic membership — company listing in Allied Directory, line listing in <i>OWNER</i> Magazine and the Online Community, recognition ribbon at IHG Conference	X	X	X	X	X	X
mySource email blasts (to all Association members) per year		1	1	3	4	4
Participation in four Working Group events (U.S. only)		2	3	3	4	5
Advertising in <i>OWNER</i> Magazine			Half-page, 2 issues	Half-page, 4 issues	Full-page, 4 issues	Full-page, 3 issues; 2-page spread, 1 issue
Optional participation in Association annual charity event or INN PAC fundraiser, when applicable			Regular	Regular	Select	Premium
Participation in Regional Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)			1	2	4	5
Submission of company-led or industry-related whitepapers, webinars, or videos on the Association's online community, connect.owners.org, for one year.				2	2	2
Participation in and event attendance at all U.S. Owner Summits or U.S. Regional Meetings (non-conference years)				2	All	All
Featured lead industry-related whitepapers, webinars, or videos on the Association's online community, connect.owners.org, for one month in the calendar year					1	1
Participation in conference events (member party, member meeting, etc.), during conference years					Select	Premium
Participation in one Global Board of Directors event					1	1+
Participation in and event attendance at all non-U.S. Owner Summits (Canada & Mexico)						All
Participation in one Europe Regional Council meeting						1
Company banner ad on the Online Community interior page on owners.org						1
Rotating company logo on home page of owners.org for full calendar year						1
myConnect e-newsletter banner ad						1
Rotating banner ad on homepage of the Online Community for 2 weeks						1

Current Allied Members

DIAMOND

access POINT
financial inc.



ECOLAB®



guestsupply®
a Sysco company

HDSUPPLY®
HOSPITALITY SOLUTIONS

PLATINUM

Proctor & Gamble
Safemark

Simmons Bedding
Tempur Sealy

GOLD

ASSA ABLOY
AT&T
DISH

Kemmons Wilson Insurance
Matrix Fitness
Nestle/Starbucks (EU)

Royal Cup Coffee & Tea
Salto Systems (EU)
Vision Support Services (EU)

SILVER

Allbridge
Cintas
CrediVia

Foliot Furniture
Gillis Sales
LG Electronics (EU)

Uniguest
USA Today

BRONZE

ADA Cosmetics International (EU)
Ascentium Capital
Capital Networks

Edward Don & Company
Equiom Group Limited (EU)
Messerschmitt Systems (EU)

Oracle Hospitality
Quore
Reevo 360 (EU)

ASSOCIATE

ADP
AI Reingold Consulting
Daryl LeDuc Design Collaborative
Dellisart Revenue Management
Hansgrohe (EU)
Hollander Sleep Products

Hoteliers Ink
HotelSigns.com
Hypnos (EU)
Johnson Health Tech (EU)
Mischon (EU)
Orkin

Philips Professional Display
Solutions (EU)
TTI Technologies
Unique Refinishers