

IHG OWNERS ASSOCIATION **ALLIED MEMBERSHIP**

YOUR CONNECTION TO DECISION MAKERS AROUND THE WORLD



IHG OWNERS
ASSOCIATION

Connect to Proven Spending Power

The IHG Owners Association, which represents the interests of IHG®-branded hotel owners worldwide, understands the value of each dollar spent. Our Allied Member Program offers an invaluable service, allowing Allied Members to connect with our network of owners that collectively influence more than \$4 billion in annual spending power, many with several properties spread across multiple brands. Access to such dynamic owners can connect our Allied Members to groups ranging from one to 30+ hotels with a single purchasing contract.

The products and services Association members actively seek include:

- Cleaning products and chemicals
- Food and beverage
- In-house sales services and consulting
- Talent acquisition and employee retention services
- Finances and investments
- Furnishings and fixtures
- Guest amenities and services
- Technology and Wi-Fi
- 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
- Americas Regional Council
- Europe Regional Council
- Working Group or Task Force Networking Events
- Country, Regional or Sub-Committee Meetings
- US and Regional Owner Summit Series (non-conference years)
- Association events during IHG AMER Conference

Keep Good Company

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

DIAMOND



every experience counts.™

PLATINUM

Diversey

Safemark

Simmons Hospitality Bedding

GOLD

Access Point Financial
AT&T

DISH
Gillis Sales

Kemmons Wilson Insurance

SILVER

Ascentium Capital
b4checkin

Cintas
Edward Don & Company

Foliot Furniture

BRONZE

Furniture Industries

Oracle Hospitality






ASSOCIATE



Dellisart Revenue Management

TTI Technologies

Unique Refinishers

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 Member Center Recognition ribbon at IHG® AMER 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 an Associate 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 One Allied Member of the Month on the Association's Member Center, one month Recognition ribbon at IHG AMER Conference (on conference years) <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> Participation in one Working Group event (US) Or participation in one Regional 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 Submission of one company-led or industry-related whitepaper, webinar or video on the Association's Member Center for one year One banner ad on the Association's Member Center Recognition ribbon at annual IHG AMER Conference and Member Party (on conference years) Invitation to Association events during IHG AMER Conference (if applicable) <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> Participation in two Working Group events (US) Or participation in one Regional Country 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, one per quarter One myConnect newsletter banner ad 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 Member Center for one year One Member Center Weekly Digest ad Participation in one Regional Country Committee meeting (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America) Recognition ribbon at annual IHG AMER Conference and Member Party (on conference years) Invitation to Association events during IHG AMER Conference (if applicable) <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> Participation in two Working Group events (US) Or participation in two additional Regional Country Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)
 PLATINUM \$70,000 <i>(Continued on back)</i>	<ul style="list-style-type: none"> Basic membership Three mySource email blasts (to all Association members) per year, one per quarter One myConnect newsletter banner ad Full-page ad in <i>OWNER</i> magazine, all four issues

MEMBERSHIP	INCLUDES
 PLATINUM \$70,000 <i>(Continued)</i>	<ul style="list-style-type: none"> • Submission of two company-led or industry-related whitepapers, webinars or videos on the Association's Member Center for one year • One home page ad on the Association's Member Center for one month • One Member Center Weekly Digest ad • One Allied Best Practices on the Association's Member Center, kept on the Member Center for one year • One Allied Blog on the Association's Member Center, featured for one month and kept on the Member Center for one year • One Allied Spotlight on the Association's Member Center for one month • Participation in one Global Board of Directors event or one Europe Regional Council meeting • Recognition ribbon at annual IHG AMER Conference and Member Party (on conference years) • Invitation to Association events during IHG AMER Conference (if applicable) <p>Your choice of these additional networking opportunities:</p> <ul style="list-style-type: none"> • Participation in four Working Group events (US) • Or participation in two additional Regional Country Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)
 DIAMOND \$95,000	<ul style="list-style-type: none"> • Basic membership • Four mySource email blasts (to all Association members) per year, one per quarter • One myConnect newsletter banner ad • 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 • Submission of two company-led or industry-related whitepapers, webinars or videos on the Association's Member Center for one year • One dedicated company web page on the Association's Member Center • One home page ad on the Association's Member Center for one month • One banner ad on the Association's Member Center • One Member Center Weekly Digest ad • One Allied Best Practices on the Association's Member Center, kept on the Member Center for one year • One Allied Blog on the Association's Member Center, featured for one month and kept on the Member Center for one year • One Allied Member of the Month on the Association's Member Center, kept on the Member Center for one year • One featured mySource on the Association's Member Center • Participation in four Regional Country Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America) • Participation in four Working Group events (US) • Participation in one Global Board of Directors event • Participation in one Europe Regional Council meeting • Recognition ribbon at annual IHG AMER Conference and Member Party (on conference years) • Invitation to Association events during IHG AMER Conference (if applicable)

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 Member Center, recognition ribbon at IHG® AMER Conference	X	X	X	X	X	X
mySource email blasts to all Association members (1 year)		1	1	3	3	4
myConnect e-newsletter banner ad				1	1	1
Advertising in <i>OWNER</i> magazine			Qtr-page, 4 issues	Half-page, 4 issues	Full-page, 4 issues	Full-page, 3 issues; 2-page spread, 1 issue
Rotating company logo on home page of owners.org (1 year)						1
Submission of company-led or industry-related whitepapers, webinars or videos on the Association's Member Center (1 year)			1	2	2	2
Member Center dedicated company webpage						1
Home page ad on the Member Center (1 month)					1	1
Banner ad on the Member Center interior page						1
Member Center Weekly Digest				1	1	1
Member Center Best Practices (1 year)					1	1
Member Center Allied Blog					1	1

MEMBERSHIP INCLUDES:	Associate	Bronze	Silver	Gold	Platinum	Diamond
Member Center Allied Spotlight					1	
Member Center Allied Member of the Month (1 month)		1				1
Featured mySource on the Association's Member Center (1 month)						1
Participation in Working Group events (US only)		1	2	2	4	4
Participation in Regional Country Committee meetings (UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America)					2	4
Participation in Global Board of Directors event					1	1+
Participation in and premium sponsorship in Association Golf Tournament during IHG AMER Conference					X	X
Participation in Association Member Meeting during IHG AMER Conference		X	X	X	X	X
Participation in Association Member Party during IHG AMER Conference		X	X	X	X	X

Partner, Promote & Engage

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. These additional opportunities are designed to help Allied Members effectively promote their products and services through the IHG Owners Association's targeted membership communications channels.

We've created an inclusive menu to help you get the most out of your membership and to best help you accomplish your goals.

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.

Share Your Expertise Through an Expert Session

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: Based on availability. Contact an Association representative for pricing and details.

Target Our Most Loyal Readers with *OWNER* Magazine

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 7,000 members and hotels throughout 65 countries. Advertising space is limited, so please reserve early.

Pricing: See *OWNER* magazine Print Media Kit.

Connect with Owners Through Digital Opportunities

The Association offers a wide array of valuable digital advertising opportunities, all designed to help get your message in front of IHG-brand owners and operators and extend your reach. Through this digital marketing, Allied Members are able to connect directly to industry decision makers through a variety of advertising channels, including weekly newsletters, our Member Center online knowledge library and much more. To learn more about any of these opportunities and to view pricing, please see the separate Digital Media Kit.

- **Member Center Ads:** Association members use the Member Center to access and explore industry-leading knowledge and resources to grow their businesses. Allied Member ad space is available on the Member Center's home page, as well as on the Knowledge and Resources sections.
- **Allied Member of the Month:** The Association's Allied Member of the Month program provides you unparalleled visibility through both a series of posts on the Association's social media channels and dedicated page on the Member Center for the duration of the month, exponentially increasing ad views.
- **myConnect Banner Ads:** Sent weekly, our myConnect digital newsletter has established itself as one of the Association's most-read communications tools, boosting your brand and extending your message to more than 4,000 readers.
- **mySource E-blasts:** mySource puts the spotlight on your brand with attention-grabbing emails featuring a customized message from your organization. Sent on a selected basis, mySource generates impressive open rates, ensuring your message reaches the right people.

IHG OWNERS ASSOCIATION OFFICES

GLOBAL

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