

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 |

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|--|------------------|---------------|---------------|-------------|-----------------|----------------|
| 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 |