

IHG OWNERS ASSOCIATION **ALLIED MEMBERSHIP**

Your connection to decision makers around the world



Connect to Proven Spending Power

In the wake of the COVID-19 pandemic, the IHG Owners Association, which represents the interests of IHG-branded hotel owners worldwide, understands the value of each dollar spent. Now more than ever, our Allied Member program offers an invaluable service, allowing members to connect with our network of owners that collectively influence more than \$4 billion in annual spending power, many with multiple 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 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)
- Virtual Working Group Sponsorship

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Keep Good Company

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.

DIAMOND



every experience counts.™

PLATINUM

Beautyrest Bedding
Diversey

Safemark
Tempur Sealy

GOLD

Access Point Financial
AT&T
DISH

Gillis Sales
Kemmons Wilson Insurance
Matrix Fitness

Nestle/Starbucks (EU)
Salto Systems (EU)

SILVER

Ascentium Capital
Cintas
Edward Don & Company

Foliot Furniture
LG Electronics (EU)
Uniguest

Vision Support Services (EU)
Wundermart (EU)

BRONZE

ADA Cosmetics International (EU)
ASSA ABLOY

Messerschmitt Systems (EU)
Oracle Hospitality

Quore
Reevo 360 (EU)

ASSOCIATE

Daryl LeDuc Design Collaborative
Dellisart Revenue Management






Hollander Sleep Products
Hoteliers Ink

TTI Technologies
Unique Refinishers

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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"> • One Allied Member of the Month on the Association's Online Community, one month • Participation in one Working Group event (U.S.) • 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 Online Community for one year • One banner ad on the Association's Online Community <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 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 Online Community for one year • One Online Community Weekly Digest ad • Participation in one Regional 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 two Working Group events (U.S.) • 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 Online Community for one year • One home page ad on the Association's Online Community for one month • One Online Community Weekly Digest ad • One Allied Best Practices on the Association's Online Community, kept on the Online Community for one year • One Allied Blog on the Association's Online Community, featured for one month and kept on the Online Community for one year • One Allied Spotlight on the Association's Online Community for one month • One sponsored Working Group WebEx presentation • Participation in and event attendance in 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 Country Committee meetings (U.K.&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 Online Community for one year • One dedicated company web page on the Association's Online Community • One home page ad on the Association's Online Community for one month • One banner ad on the Association's Online Community • One Online Community Weekly Digest ad • One Allied Best Practices on the Association's Online Community, kept on the Online Community for one year • One Allied Blog on the Association's Online Community, featured for one month and kept on the Online Community for one year • One Allied Member of the Month on the Association's Online Community, kept on the Online Community for one year • One featured mySource on the Association's Online Community • One sponsored Working Group WebEx presentation • Participation in four Regional Country Committee meetings (U.K.&I and Continental Europe, Australasia, Mexico, Canada or Latin America) • Participation in and event attendance in 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 (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 and Online Community (1 year)						1
Submission of company-led or industry-related whitepapers, webinars, or videos on the Association's Online Community (1 year)			1	2	2	2
Online Community dedicated company webpage						1
Home page ad on the Online Community (1 month)					1	1
Company banner ad on the Online Community interior page						1
Online Community Weekly Digest				1	1	1
Online Community Best Practices (1 year)					1	1
Online Community Allied Blog					1	1

MEMBERSHIP INCLUDES:	Associate	Bronze	Silver	Gold	Platinum	Diamond
Online Community Allied Spotlight					1	
Online Community Allied Member of the Month (1 month)		1				1
Featured mySource on the Association's Online Community (1 month)						1
Working Group WebEx presentation						1
Participation in Working Group events (U.S. only)		1	2	2	4	4
Participation in Regional Country Committee meetings (U.K.&I and Continental Europe, Australasia, Mexico, Canada or Latin America)					2	4
Participation in and event attendance at U.S. Owner Summits or U.S. Regional Meetings (non-conference years)		1	1	2	All	All
Participation in and event attendance at non-U.S. Owner Summits (Canada & Mexico)						All
Participation in Global Board of Directors event					1	1+

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 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.

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 any new offers or announcements and capitalize on our readership to build your brand and business. It's vital to get your brand in front of the right people, and with our partnership you can reach our network of more than 3,700 IHG-branded hotel owners and operators around the globe with a customized message that can be specially targeted by region or specific brands.

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 seven to ten (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 four (4) blasts per year/one (1) 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 (1) banner ad as part of each newsletter. myConnect is delivered electronically to every global member twice a month and is an effective 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 seven to ten (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.

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.

Soak Up the Spotlight with the Allied Member of the Month

The Association's Allied Member of the Month program aims to highlight our valued Allied Members and give them an opportunity to showcase their business each month on three (3) 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 trusted channels. Each month will be dedicated to only one (1) Allied Member, and you will get two (2) 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 weeks of your designated month. Your post will also be featured on the Association's Online Community for additional exposure.

Pricing: \$2,000 for a one-month program (two (2) sets of posts). Limit of twelve (12) opportunities available; only one (1) Allied Member per month. First come, first served.

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.

Connect with Owners Through Our Online Community

Through the Association's Online Community, our members are able to access and explore industry-leading knowledge and resources to help grow their business. Using this platform, Allied Members are able to market directly to decision-makers through a variety of advertising channels, including banner ads, weekly digests and a directory listing in the Online Community.

Pricing: See separate Online Community pricing & spec insert.

- **Online Community Dedicated Company Web Page (Diamond Level Only):** A dedicated company web page within the Online Community that features company information, educational resources and contact information to be linked to the company's directory listing.
- **Online Community Allied Member of the Month:** See above for program details.
- **Online Community Home Page Ad (Diamond & Platinum Level Only):** A company ad featured on the Online Community home page for one (1) month. (See separate spec sheet)
- **Online Community Banner Ad:** A company ad featured on an interior page of the Online Community. (See separate spec sheet)
- **Online Community Weekly Digest Ad:** A company ad featured in the Online Community Weekly Digest. The Weekly Digest is a summary of all Online Community updates that is sent to Members on a weekly basis. (See separate spec sheet)
- **Online Community Educational Resource:** A company-led or industry-related whitepaper, article, webinar or video kept in the Online Community education library for the entire year of your membership.
- **Online Community Allied Spotlight:** An interview between the Association and the Allied Member that highlights the company's newest initiative that is featured on the Online Community for one (1) month.
- **Online Community Featured MySource:** A company email blast featured on the Online Community for one (1) month.
- **Online Community Allied Blog:** A company blog on a topic of choice (within the hospitality industry) to be featured for one (1) month, to be kept on the Online Community for the entire year of your membership.
- **Online Community Allied Best Practices:** A hospitality best practice, developed from the expertise and knowledge of the Allied Member, to be kept on the Online Community for the entire year of your membership.



IHG OWNERS ASSOCIATION GLOBAL OFFICES

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