



Association
of Lodging
Professionals

SPONSORSHIP & MARKETING PROSPECTUS



2023-2024

ABOUT ALP

Our mission is to embrace all current and aspiring professionals within the independent lodging community and help them become highly successful by providing critical education, advocacy, networking, and professional development.

Our over 800 members include owners of lodging properties, innkeepers, investors, aspiring lodging professionals, and allied partners.



**ALP IS THE
PREMIERE NETWORK
OF INDEPENDENT LODGING
PROFESSIONALS IN NORTH AMERICA!**

ABOUT SPONSORSHIP

Sponsorship levels are determined based on total sponsorship(s) (Year-Round & Conference) and booth commitments. ALP membership is required.



PREMIER

\$25,000+



DIAMOND

\$20,000-\$24,999



GOLD

\$10,000-\$19,999



SILVER

\$7,500-\$9,999



BRONZE

\$5,000-\$7,499

All sponsors receive:

- Company logo and website link on ALP website
- Full page InnOvations ad through April 2024
- Company logo on signage at all official ALP in-person events
- Company logo on screen at 2024 Annual Membership Meeting
- Deluxe listing in Allied Partner Directory on ALP website
- Priority booth selection for ALP Conference & Marketplace
- Social media recognition

YEAR-ROUND SPONSORSHIP

EDUCATIONAL WEBINAR SERIES (EXCLUSIVE) - \$5,000

Your logo will be included on all promotional materials and slide decks used for one calendar year of ALP Webinars. Your company will also be verbally recognized at the start and end of each webinar.

NEWS YOU CAN USE E-NEWSLETTER (EXCLUSIVE) - \$7,500

Your linked company logo will be displayed as the sponsor of the News You Can Use twice per month, and sent to every member of ALP.

WHITE PAPER SERIES - \$2,400

A series of monthly emails that allows your business to distribute educational content to ALP Membership. Emails Include company logo in the header of each White Paper with a direct link to your company's website.

YEAR-ROUND ADVERTISING

Advertising does not count toward sponsorship levels and deliverables. ALP membership is required.

- 30-Day ALP Website Header Banner Ad - \$200
 - Ad Size: 1920x300 px
 - Choice of one of the following webpages for you're ad to reside: Lodging Professional Member Directory page, Allied Partner Member Directory page, ALP Job Postings page, or the ALP Event Calendar page.
- Social Media Post - \$75 each post
 - ALP Channels (Facebook, Instagram, LinkedIn, Twitter)
- Sponsored spotlight webinar - \$500
 - Limit 2x per year
 - Open to all audiences
- Innovations Advertising
 - 1/4 page - \$125/issue
 - 1/2 page - \$200/issue
 - Full page - \$350/issue

\$15,000 CONFERENCE SPONSORSHIP

CONFERENCE MOBILE APP SPONSOR (EXCLUSIVE)

Customizable clickable banner advertisement is visible to the 95% of attendees who use the Mobile App.



EDUCATIONAL PILLAR INTRODUCER (EXCLUSIVE)

Address General Session for 5 minutes about the incredible education they're about to receive, introduce your team members and introduce the Keynote Speaker!



ADVOCACY PILLAR INTRODUCER (EXCLUSIVE)

Address General Session for 5 minutes about importance of Advocacy to ALP Members & introduce Chip Rogers, CEO of AHLA.

PARTNERSHIP PILLAR INTRODUCER (EXCLUSIVE)

Address General Session for 5 minutes & challenge every attendee to visit every booth to see how our incredible exhibitors can help advance their business goals.

AUDIO/VISUAL SPONSOR

Logo display on ALL breakout room transition screens for ALL attendees to see in each breakout room.

TUESDAY NIGHT DINNER EVENT SPONSOR

Logo signage at dinner entry and throughout for all main conference attendees to see.

\$10,000 CONFERENCE SPONSORSHIP

MAIN CONFERENCE EDUCATION SPONSOR

Your logo will be on more than 30 slide decks & recordings of the Main Conference, plus company introductions during the Welcome Ceremonies.

WELCOME RECEPTION SPONSOR (EXCLUSIVE)

Logo backdrop banner for photos at the ALP Welcome Reception entrance where ALL attendees will be on Sunday night.

MONDAY LUNCH SPONSOR (EXCLUSIVE)

Mic time to introduce your company to ALL attendees following the ALP General Session.

COMBINED SAT/SUN LUNCH SPONSOR

Logo signage on every table at Lunch on Sat & Sun for the Aspiring Owners, New Owners, & Workshop Attendees.

COMBINED TUE/WED LUNCH SPONSOR

Logo signage on every table at Lunch on Tue & Wed for the Main Conference Attendees.

\$7,500 CONFERENCE SPONSORSHIP

ASPIRING OWNERS EDUCATION SPONSOR

Your logo will be on ALL slide decks & recordings of the Aspiring Conference, plus 15-minute company introduction during the Aspiring conference.

NEW OWNERS EDUCATION SPONSOR

Your logo will be on ALL slide decks & recordings of the New Owners Conference, plus 15-minute company introduction during the New Owner's Conference.

CONFERENCE WI-FI SPONSOR (EXCLUSIVE)

Your company name will be the password for the Conference Wi-Fi network used by ALL attendees.

CULINARY EDUCATION SPONSOR

Your logo will be on more than a dozen slide decks & recordings of the Culinary Conference, plus 15-minute company introductions during the Culinary Conference.

\$5,000 CONFERENCE SPONSORSHIP

BRANDED LANYARD SPONSOR (EXCLUSIVE)

Your logo will be on ALL of the name badge lanyards worn by every attendee.



BRANDED CONFERENCE BAG SPONSOR (EXCLUSIVE)

Your logo will be on every Conference bag carried around by every attendee.



AFTERNOON MUNCHIES BREAK SPONSOR

Logo signage on ALL snack break tables for ALL attendees to see on the day of your choice.

\$2,500 CONFERENCE SPONSORSHIP

ANNUAL MEMBERSHIP MEETING SPONSOR

On-screen recognition during the annual ALP Membership Meeting General Session attended by ALL attendees.

CULINARY CONFERENCE APRON SPONSOR (EXCLUSIVE)

Logo branding on ALL aprons worn during the 50 attending properties at the ALP Culinary Conference.

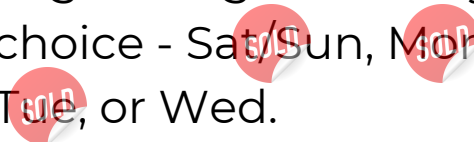


"VENDOR BENDER" SPONSOR

Show your admiration for the exhibitor community by sponsoring this invite-only reception and receive a free push notification in the ALP Mobile App to be seen by ALL attendees using the APP.

CHOICE OF DAILY COFFEE STATION SPONSOR (EXCLUSIVE)

Logo recognition on your choice - Sat/Sun, Mon, Tue, or Wed.



\$2,000 CONFERENCE SPONSORSHIP

Bring your company logo to the slide decks of these tracks, recordings, and in the conference app.

**WEDDING & EVENTS
EDUCATIONAL TRACK SPONSOR**

**TECHNOLOGY
EDUCATIONAL TRACK SPONSOR**

**MARKETING
EDUCATIONAL TRACK SPONSOR**

**FINANCIAL STRATEGIES
EDUCATIONAL TRACK SPONSOR**

**OPERATIONS & GUEST EXPERIENCE
EDUCATIONAL TRACK SPONSOR**

While all sponsors & exhibitors are appreciated by the attendees, & even more so by ALP, please understand that neither any level of sponsorship nor exhibiting guarantees speaking roles at ALP Events. If you'd like to learn more about speaking opportunities, please email: [**conference@alplodging.org**](mailto:conference@alplodging.org)

CONFERENCE EXHIBIT BOOTHS

AVAILABLE IN-LINE BOOTH SIZES

- 10x10 - Includes one (1) staff member
 - Member: Starting at \$2,000
 - Non-Member: \$2,500
- 10x20 - Includes two (2) staff members
 - Member: Starting at \$3,250
 - Non-Member: \$3,750
- 10x30 - Includes three (3) staff members
 - Member: Starting at \$4,500
 - Non-Member: \$5,000
- Additional Staff
 - Member: Starting at \$899
 - Non-Member: \$999

** Booths are included in Sponsorship Level calculations, but are not included in the Sponsorship*

BOOTH INCLUSIONS

- Carpeted floor space
- Electrical power drop
- Back & side draping
- Skirted rectangle table
- 2 banquet chairs
- Registration table space for company marketing materials.

STAFF INCLUSIONS

- 2 receptions, 3 lunches, 1 dinner, 1 breakfast
- Access to Main Conference sessions
- Mobile App access
- Wi-Fi access
- Attendee list access

NOTE : Additional staff are not included in sponsorship consideration calculations

CONFERENCE ADVERTISING

Conference advertising does not contribute to sponsorship-level consideration. ALP membership is required.

- Pre-Conference Social Spotlight Interview Video - \$500
- Mobile App Company Spotlight Video - \$500
- Mobile App Company Push Notification - \$200

OUR GREAT TEAM



SARAH GAZI, CAE

CEO



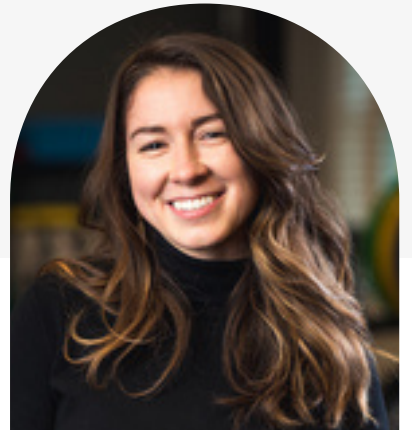
ERIK SPENCE

CONFERENCE &
EVENTS PLANNER



LYDIA HALLOCK

MARKETING
DIRECTOR



JOSIE LEMAY

MEMBERSHIP
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CONTACT US



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