



## **MHLA Allied Member Benefits**

**[www.MDLodging.org](http://www.MDLodging.org)**

### **Prospecting Resources**

- **MHLA Member List** - *Free to members (not available to non-members.)*

Allied Members receive a complete listing of all Maryland Hotel Lodging Association properties. Includes General Manager's name, mailing address, phone and fax number (if applicable). Updated lists will be sent upon request up to 2x per year and information is always available online in the Members Only area at [www.mdlodging.org](http://www.mdlodging.org).

- **MHLA Non-Member List** - *Free to members (not available to non-members)*

Allied members receive a complete listing of all non-member properties (Upon request up to 2x per year). Information includes property name, address, phone and fax number (if applicable.)

### **Exposure to Lodging Members**

- **Allied Buyer's Guide listing** - *Free to members (not available to non-members)*

Allied members receive a complete listing in the MHLA Allied Buyer's Guide, which includes your company name, complete contact information, and a description. If offered, member discounts can be promoted in the Guide.

- **Vendor Referral Service**

Lodging members often contact the MHLA office for vendor referrals, and suitable leads are shared with Allied members as they become available.

- **MHLA Events** – Visit the calendar at [www.mdlodging.org](http://www.mdlodging.org) for currently scheduled events. Allied Members are invited to participate in the following each year:

- Table-top Trade Show and Annual Meeting
- “Stars of the Industry” Awards luncheon
- Golf Tournament
- Regional meetings (typically 3-4 per year) and others as determined by the needs of members.

- **Service on MHLA Committees or the Board of Directors**

Expand your network and goodwill within the industry through service on MHLA committees or the Board of Directors (Pending recommendation by Chairman and/or Nominating Committee to fill open seats and Member approval via vote at the Annual Meeting)

### **Marketing, Advertising & Sponsorship Opportunities**

- **Email marketing** - *Limited opportunities available on a first come, first served basis for \$200 (not available to non-members)* Design your own email blast to be sent by the MHLA office to Lodging Members.

- **News Sharing** - *Limited Opportunities Free to members (not available to non-members)*

Share company news or educational information online or in electronic publications sent to members.

- **Annual Partnerships & Event Sponsorships** (See page 2)

Annual Partnerships are designed to make budgeting for year round participation easy and provide enhanced exposure for your company at MHLA events, on the website, and in electronic newsletters.

**BENEFITS & COST:**

Allied Members pay **\$500** annually and have access to all “Allied Opportunities” on page 1.

**MEMBERSHIP PERIOD:**

Membership is for one full year and begins immediately once application and payment are processed.

**PRIMARY CONTACT:**

One primary contact may be listed – this person will receive all communication sent by MHLA, both electronically and by mail, and will be listed in MHLA Membership Directories. The primary contact may be changed any time upon request.

**ADDITIONAL CONTACTS:**

Employees other than the primary contact may represent your business at all MHLA member events and may receive member communications sent electronically by MHLA.

**Annual Partnerships (includes Allied Membership / Opportunities on page 1)**

Annual Partnerships are designed to make budgeting for year-round participation easy and provide enhanced exposure for your company at MHLA events, on the website, and in electronic newsletters.

**Annual Partner Benefits (available to ALL Gold, Silver, and Bronze Partners)**

- Partner Recognition in the Newsletter
- Partner Recognition at [www.mdlodging.org](http://www.mdlodging.org)
- Partner Recognition in the Allied Buyer’s Guide / MHLA Membership Directory
- Partner Recognition at all MHLA events
- Display collateral on shared table at Regional Meetings
- Priority placement at Table-top Trade Show

**(1) Gold Partner - \$5,000**

*Includes the Annual Partner benefits listed above, Allied Member benefits, AND*

- Membership list that includes email addresses for primary contacts
- Inclusion of press release or other company news in the MHLA weekly newsletter (2x per membership year and subject to approval by MHLA Chairman and President/CEO)
- Total of 8 registrations to MHLA Signature Events, maximum of 4 per event<sup>1</sup>
- “Partner” Sponsorship at the Golf Outing
- “Partner” Sponsorship at the Awards Luncheon
- Table-top exhibit table at the Annual Meeting
- Opportunity to have a table display & 5 minute presentation at a Regional or Board meeting

**(2) Silver Partner - \$3,000**

*Includes the Annual Partner benefits listed above, Allied Member benefits, AND*

- Membership list that includes email addresses for primary contacts
- Inclusion of press release or other company news in the MHLA weekly newsletter (1x per membership year and subject to approval by MHLA Chairman and President/CEO)
- Total of 6 registrations to MHLA Signature Events, maximum of 2 per event<sup>1</sup>
- “Partner” Sponsorship at the Golf Outing
- “Partner” Sponsorship at the Awards Luncheon

**(3) Bronze Partner - \$1,500**

*Includes the Annual Partner benefits listed above, Allied Member benefits, AND*

- Total of 3 registrations to MHLA Signature Events, maximum of 1 per event<sup>1</sup>

<sup>1</sup> Signature events include the “Stars of the Industry” Awards Luncheon, Golf Tournament, and Annual Meeting

\*Benefits and sponsorships may be limited. MHLA reserves the right to substitute benefits of equal value if necessary.