




ALLOW US TO  
**INTRODUCE**  
YOUR BUSINESS TO  
HOTELS AROUND THE GLOBE.



*“IHG is a tapestry of decision-makers. Our organization now has a very broad base of relationships at IHG, and it all started with a handful of relationships we established through the Owners Association. Joining the Association was the smartest business decision I’ve ever made.”*

—Chuck Borchers, American Hotel Register

## MORE THAN A MEMBERSHIP. A RELATIONSHIP.

Not only does an Allied Membership with the IHG Owners Association give your business invaluable access to the owners of more than 3,500 IHG-branded hotels and senior IHG executives; it demonstrates your shared commitment to the common goals of our members.

Above all, an Allied Membership offers you invaluable opportunities to build personal business relationships with IHG hotel owners and senior executives. Key individuals who make purchasing decisions for their hotels and management/development companies. And who routinely rely upon, and share, referrals in making their purchase decisions.

How could your business benefit from direct access to this community? Join the IHG Owners Association as an Allied Member. And let us introduce you to the possibilities.

## CONNECT YOUR BUSINESS TO PROVEN SPENDING POWER.

The IHG Owners Association represents the long term interests of the most forward-thinking IHG Hotel owners worldwide. Collectively, our members influence more than \$3.11 Billion in annual spending power. Moreover, many of our members own multiple properties throughout multiple brands. Enabling you, in many instances, to connect with a single purchasing contact for groups ranging from two to thirty-plus hotels.

### THE PRODUCTS AND SERVICES OUR MEMBERS ACTIVELY SEEK INCLUDE:

- Finances and investments
- Furnishings and fixtures
- Guest amenities and services
- Technology
- Linens, bedding, apparel and accessories
- Telecommunications



## EXPAND YOUR FOOTPRINT. AND YOUR MARKETS.

IHG is the world's most global hotel company. According to HVS, the industry's primary source of hotel ownership data, IHG's broad range of brands enables it to effectively target virtually every significant segment of the travel market—from high-value family and business travelers to budget-conscious and extended-stay corporate guests.

*"We were already a market leader in the US, so our membership has benefited us most in building relationships overseas. It's helped us bridge so many barriers. I can only say great things about The IHG Owners Association, and how they help suppliers get connected."*

—KEVIN SMITH, ECOLAB



The world's first truly international hotel brand, featuring superior, understated service and outstanding facilities.



Full service, upscale hotels catering to business travelers and the meetings and conventions market.



The industry's first branded lifestyle boutique hotel, each property designed to reflect its neighborhood's culture.

## THE IHG OWNERS ASSOCIATION REPRESENTS HOTEL OWNERS THROUGHOUT THE IHG BRAND PORTFOLIO



*Holiday Inn*

The world's most recognized lodging brand, focused on families and budget-conscious business travelers.



The industry's fastest-growing brand, offering travelers competitive rates and convenient locations.



All-suite hotels serving business travelers in the upscale segment of the extended-stay lodging market.



Studio and one-bedroom suites focused primarily on rate-sensitive extended-stay business travelers.



READY. AIM. COMMUNICATE.

Effectively promote your products and services through the Association's targeted membership communication channels:



## OWNER MAGAZINE ADVERTISING

IHG Owners Association members rely on our exclusive *Owner Magazine* for insider news; industry trends and best practices; IHG brand activities; and Association, Board and Committee updates. (Advertising space is limited, so please reserve early.)

## DIRECT MAIL MARKETING

Our Direct Mail program puts your offer right into the hands of Association members. On your behalf, we mail your collateral material First Class, and members receive no more than one offer monthly.



## mySource® EMAIL OFFERS

On your behalf, the IHG Owners Association can send a dedicated email blast to all our members—highlighting your special offers and/or new product announcements. In 2011, our monthly mySource email offers generated an average open rate of 60%.

## myConnect® ALLIED MEMBER SPOTLIGHTS

Sent to all Owners Association members globally, the myConnect E-newsletter offers up-to-the-minute information about the Association, IHG brands, industry news, and special offers from our Allied Members. The Association distributes E-newsletters both globally and to the Americas Region specifically.

Your Spotlight (which is featured just under the editorial content) can include a specific offer or announcement, or a general brand message. (Advertising space is limited, so please reserve early.)



# EVENT SPONSORSHIP OPPORTUNITIES



Each year the Owners Association offers you dozens of opportunities to interact, network and socialize with our members at events ranging from board of directors meetings to the annual IHG Americas Investors & Leadership Conference. Sponsorship costs are determined according to each event's size—and the sponsors' exposure opportunities.

Some events are limited to specific membership levels, although some events can be sponsored on an a la carte basis—regardless of your membership level. See the Membership Options section, on the next page, for details.

## **Global Board of Directors dinner**

Sponsorship and presentation to entire Global Board at off-site destination, with roughly 50 attendees—including Board, IHG Executives, Owners staff and spouses.

## **Europe Board of Directors dinner**

Sponsorship and presentation to European Board off-site destination in the European Region, with roughly 40 attendees—including Board, IHG Executives and Owners staff.

## **Country or Sub-Committee meeting lunches in Europe**

Sponsorship lunch with 25-30 owners and IHG executives from the chosen European Region, held in that area.

## **Americas Investors & Leadership Conference**

Opportunities include sponsorship of one hole at the INN-PAC Golf Tournament, attendance at the Golf Tournament Reception, and an invitation to the evening Member Party event.

## **European IHG Conference**

Opportunities include sponsorship of one hole at the Golf Tournament, attendance at the Golf Tournament Reception, and an invitation

to the evening Member Party event.

## **Canada Committee meeting**

Committee and evening dinner sponsorship to Canada Committee, with roughly 40 attendees including Committee members, IHG Executives and Owners staff.

## **Mexico Committee meeting (Owners meeting)**

Committee and evening dinner/tradeshow sponsorship to Mexico owners, with roughly 50 attendees including Committee members, owner and IHG Executives.

## **Australasia Committee meeting**

Sponsorship to Australasia with roughly 30 owners and IHG executives from the Australasia Region, usually held in Australia.

## **Joint Americas Brand Committee meeting**

Attendance includes one 6' table at the mini-tradeshows (held over 2 days at each meeting), and invitation to evening social event. Overall attendance for 2-day event totals 250+ attendees—including all Committees, IHG executives and other vendors.

To learn more about any event, and the sponsorship opportunities, contact Nathan Polny at [nathan.polny@owners.org](mailto:nathan.polny@owners.org) or 770-604-5506.

# MEMBERSHIP OPTIONS

MEMBERSHIP	COST	INCLUDES
Basic	\$950	<ul style="list-style-type: none"><li>• Listing in the Allied Member Directory—which is accessible to all Association members globally</li><li>• Recognition Ribbon at annual IHG Investors Conference</li><li>• Company name in OWNER Magazine</li></ul>
Silver	\$12,500	<ul style="list-style-type: none"><li>• Basic Membership</li></ul> <div>PLUS</div> <ul style="list-style-type: none"><li>• 1/4-page ad in OWNER Magazine, all four issues</li><li>• Sponsorship of one hole at the Annual Investors Conference Golf Tournament</li><li>• Sponsor-table exhibit space and event attendance at three Joint Committee Meetings</li></ul>
Gold	\$25,500	<ul style="list-style-type: none"><li>• Silver Membership Package</li></ul> <div>PLUS</div> <ul style="list-style-type: none"><li>• Upgrade to 1/2-page ad in OWNER Magazine, all four issues</li><li>• Sponsorship of one board meeting</li><li>• One Direct Mail (to all Association members) per year</li><li>• One Email blast (to all Association members) per year</li></ul>

MEMBERSHIP	COST	INCLUDES
Platinum	\$50,500	<ul style="list-style-type: none"><li>• Gold Membership Package</li></ul> <div>PLUS</div> <ul style="list-style-type: none"><li>• Upgrade to full-page ad in OWNER Magazine, all four issues</li><li>• Premium Sponsor opportunity at the Annual Investors Conference: Golf Tournament Reception, Member Party, etc.</li><li>• Attendance at Board of Directors Cocktail Reception and Dinner</li><li>• Year-long rotating banner ad on Owners Association website home page</li><li>• Five additional email communications (total of six) to all Association members per year</li><li>• One Country Committee Meeting sponsorship (Australasia, Canada, Europe, Mexico or Latin America)</li></ul>
Diamond	\$75,000 (+)*	<ul style="list-style-type: none"><li>• Platinum Membership Package</li></ul> <div>PLUS</div> <ul style="list-style-type: none"><li>• Sponsorship of two Country Subcommittee Meeting lunches (Europe)</li><li>• Sponsorship of European Board of Directors dinner</li><li>• Sponsorship of Regional Committee Meetings in Australasia, Canada, Europe, Mexico and Latin America</li></ul> <div>*This package can be further customized based on interest and reach.</div>





**IHG OWNERS**  
ASSOCIATION

Three Ravinia Drive,  
Suite 100  
Atlanta, GA 30346

p: 770-604-5555  
f: 770-604-5684

Santa Margarita 108,  
3<sup>rd</sup> Floor  
Colonia Del Valle  
03100 México, D.F.

p: 52-55-57-23-18-01  
f: 52-55-11-07-75-14

Broadwater Park  
Denham, Bucks  
UB9 5HR, UK

p: +44 (0)1895 512 663  
f: +44 (0)8701 974 217

[www.owners.org](http://www.owners.org)

IHG is a registered mark of InterContinental Hotels Group PLC. All rights reserved. Used with permission.  
IHG Owners Association is an independent non-profit association.