



Dear Members and Colleagues,

I am pleased to announce AAHOA will continue to work with Naylor Association Solutions as our official integrated media communications partner for 2021. Naylor provides AAHOA with advertising, publication, and media services that help our association address the industry issues and trends that matter to hotel owners across the nation. We are collaborating with Naylor to provide the following:

- *Today's Hotelier* – our monthly print and digital magazine;
- *Convention & Trade Show Guide* – our annual print and digital guide to the AAHOA Convention & Trade Show;
- *Hotelier Weekly* – AAHOA's weekly eNewsletter;
- *Show Daily eNews* – convention eNewsletter;
- AAHOA.com – the official AAHOA website's display and programmatic advertising;
- Today'sHotelier.com – the official website of our magazine;
- Programmatic Audience Extension.

Affiliating your business and brand with AAHOA is an excellent investment.

Our continued partnership with Naylor will bolster our educational offerings, networking opportunities, and exclusive deals already included in an AAHOA membership. AAHOA is the largest hotel owners association in the nation and last year saw record-breaking membership – now rapidly approaching 20,000 members. AAHOA represents hoteliers who own almost one in every two hotels in the United States, with billions of dollars in property assets and hundreds of thousands of employees, and members are core economic contributors in virtually every community.

Reach our influential audience – one that you cannot find anywhere else.

Beyond its membership, AAHOA publications and media reaches into many facets of the hospitality industry, including leaders at the most well-known hotel brands, industry influencers, up-and-coming young professionals, and key players across the hospitality space. In addition, our magazine, *Today's Hotelier*, has a presence and is distributed at every major industry conference. I encourage you to secure your advertising space, contribute original content, and get involved in sharing your story with our members. Getting your message in front of so many influential members of the hospitality industry has never been easier, and current advertisers are seeing results.

Contact Chris Zabel at 352-333-3420 or czabel@naylor.com to learn more about how you can best reach AAHOA Members. And to learn about how you can share your specialized knowledge about the hospitality industry in *Today's Hotelier*, email todayshotelier@naylor.com. We also want to hear from you about the latest innovations and developments from your company, so please add todayshotelier@naylor.com to your press release distribution list.

Naylor complies with the standards established by American and Canadian anti-spam legislation. If you do not wish to be emailed by Naylor representatives, please contact Adam Lingenfelter at adaml@naylor.com immediately to have your address removed from Naylor's lists.

Sincerely,

A handwritten signature in black ink that reads 'Kenneth M. Greene'.

Ken Greene
AAHOA Interim President & CEO