



2020 ISHA Partnership Opportunities

What is ISHA?

Founded in 1946, ISHA, commonly pronounced “Ish-Shay”, is a professional association consisting of chief staff executives and other staff of local, state, national, and international lodging trade associations.

Why ISHA?

ISHA is dedicated to providing breakthrough education and networking opportunities for our members. You, as an ISHA partner, are vital to our educational and member development programs. Your support allows ISHA to continue to provide these opportunities at reduced costs to lodging association executives and allows you to use your marketing dollars to amplify your company’s image and reputation in this national marketplace and target a powerful audience of decision makers.

What can ISHA do for me?

There are many opportunities available from ISHA, and all packages can be customized to fit your organizational objectives. All packages are accompanied with a welcome e-mail blast for new partners, which include a brief article/summary of services & product.

How much does this cost?

ISHA offers several packages, which can be customized to fit your specifications or budgets. Please review the following pages for more information regarding partner benefits and pricing.

For more information, contact either:

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2020 ISHA Partners Benefits

As an ISHA partner, you will receive:

- Welcome e-mail blast for new partners, which includes a brief article/summary of services & products
- Throughout the year:
 - Primary Logo Recognition on ISHA Website with link to company site
 - Primary Recognition on monthly ISHA eNewsletters
 - Primary Logo Recognition on all ISHA Event Promotional Materials and Signage
- Ability to:
 - Share & disseminate information in the special news section of ISHA.biz
 - Have your “breaking news” or information that could be critical to ISHA members distributed by ISHA as needed
- Opportunity to meet state hotel association CEO and VP level staff in a casual conference environment
- Conference Mentor (ISHA Board Member) to facilitate key introductions.
- Your company logo on all printed meeting materials
- Recognition and introduction at ISHA events during the meeting
- Conference attendee list and ISHA membership list
- Recognition in communications to members both pre and post conferences
- Ability to participate in Partner Speed Dating at Winter Conference
- Distribution of one collateral piece and amenity item to ISHA members in the Winter Conference Welcome Bags

Additional benefits are available based on your level of partnership.

\$20,000: ISHA Platinum Partner

- Publish articles in **all** ISHA monthly newsletters throughout the year (12 issues)
- Provide **unlimited** educational information to be posted on the internal ISHA Groupsite
- **Two** complimentary e-blasts to membership (at a time of your choosing).
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHA will implement and provide reporting to you.
- Ability to be presenting sponsor of **two** educational webinars for members during 2020.
- Exposure as Platinum Partner at both the Summer Meeting and at the Conference.
 - **Three** complimentary registrations to the Summer Conference (value \$2,100)
 - **Three** complimentary registrations to the Winter Conference (Value \$3,600)
 - **15-minute** educational speaking opportunity prior to one of the sessions at both conferences

\$14,000: ISHA Gold Partner

- Publish articles in **six** ISHA monthly newsletters throughout the year
- Provide **six** pieces of educational information to be posted on the internal ISHA Groupsite
- **One** complimentary e-blast to membership (at a time of your choosing).
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHA will implement and provide reporting to you.
- Ability to be presenting sponsor of **one** educational webinar for members during 2020.
- Exposure as Gold Partner at both the Summer Meeting and at the Winter Conference.
 - **Two** complimentary registrations to the Summer Conference (value \$1,400)
 - **Two** complimentary registrations to the Winter Conference (Value \$2,400)
 - **10-minute** educational speaking opportunity prior to one of the sessions at both conferences.

\$10,000: ISHA Silver Partner

- Publish articles in **four** ISHA monthly newsletters throughout the year
- Provide **four** pieces of educational information to be posted on the internal ISHA Groupsite
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHA will implement and provide reporting to you.
- Ability to be presenting sponsor of **one** educational webinar for members during 2020 (enquire for pricing)
- Exposure as Silver Partner at both the Summer Meeting and at the Winter Conference.
 - **One** complimentary registration to the Summer Conference (value \$700)
Additional registrations offered at a discounted rate of \$450
 - **One** complimentary registration to the Winter Conference (Value \$1,200)
Additional registrations offered at a discounted rate of \$650
 - **5-minute** educational speaking opportunity prior to one of the sessions at both conferences

\$7,000: ISHA Bronze Partner

- Publish articles in **two** ISHA monthly newsletters throughout the year
- Provide **two** pieces of educational information to be posted on the internal ISHA Groupsite
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHA will implement and provide reporting to you.
- Ability to be presenting sponsor of **one** educational webinar for members during 2020 (please inquire for pricing & opportunities)
- Exposure as Bronze Partner at both the Summer Meeting and at the Winter Conference.
 - **One** complimentary registration to the Summer Conference (value \$700)
Additional registrations offered at a discounted rate of \$450
 - **Discounted** registration of \$650 to the Winter Conference (Value \$1,200)
 - **2-minute** educational speaking opportunity prior to one of the sessions at both conferences.

\$4,500: ISHA Allied Partner

- Publish article in **one** ISHA monthly newsletters throughout the year
- Provide **one** piece of educational information to be posted on the internal ISHA Groupsite
- Complimentary one-time member survey, giving you the opportunity to ask up to 10 questions to our members. ISHA will implement and provide reporting to you.
- Ability to be presenting sponsor of **one** educational webinar for members during 2020 (please inquire for pricing & opportunities)
- Exposure as Allied Partner at both the Summer Meeting and at the Winter Conference.
 - **Discounted** registration of \$450 to the Summer Conference
 - **Discounted** registration of \$650 to the Winter Conference



2020 ISHA Conference Partnerships

ISHA offers two annual conferences – one in the summer and one in the winter. These conferences provide our partners an opportunity to network and engage with all ISHA members in a casual yet productive business environment. Conference sponsorship opportunities are available and include:

All ISHA Conference Partners Receive:

- Recognition and introduction at ISHA events during the conference
- Conference Mentor (ISHA Board Member) to facilitate key introductions
- Verbal recognition by ISHA Chair of sponsorship during the conference
- Logo on signage and materials
- Recognition as conference partner pre & post conference
- Copy of registration list
- Have the ability to send one set of follow-up materials to membership and attendees through ISHA

\$5,000 ISHA Conference Sponsorship – Summer & Winter

- Discounted registration of \$500 for winter conference and \$300 for summer conference
- At the Winter Conference only:
 - Ability to participate in Partner Speed Dating
 - Distribution of one collateral piece and amenity item to ISHA members

\$6,500 ISHA Sponsorship – Winter Conference Speaker

Your company can have the ability to sponsor a speaker and their sessions at the ISHA Winter Conference. As a sponsor of a speaker, you will receive:

- Opportunity to introduce speaker and also speak for five minutes about your company
- One complimentary registration (value \$1,200).
Additional registrations offered at a discounted rate of \$700
- Ability to participate in Partner Speed Dating
- Distribution of one collateral piece and amenity item to ISHA members
- Ability to include an article/information in one ISHA Membership newsletter

\$7,500 ISHA Sponsorship – Summer Conference Reception & Dinner

As sponsor of the Summer Conference Reception & Dinner you would receive:

- One complimentary registration to the Summer Conference (value \$700)
Ability to purchase additional registrations at a discounted rate of \$450
- Opportunity to speak for three minutes at designated time during the conference
- Ability to include one article/information in two of the ISHA Membership newsletters

\$10,000

ISHA Sponsorship – Winter Conference Opening Reception

As a sponsor of the Winter Conference Opening Reception you would receive:

- Copy of full membership list
- Opportunity to speak for three minutes at designated time during the conference
- One complimentary registration to the Winter Conference (value \$1200)
Ability to purchase additional registrations at a discounted rate of \$700
- Ability to participate in Partner Speed Dating
- Distribution of one collateral piece and amenity item to ISHA members
- Ability to include an article/information in two of the ISHA Membership newsletters

\$12,500

ISHA Sponsorship – Awards of Excellence at the Winter Summit

The Annual Awards of Excellence Competition encourages states to submit successful programs in the categories of member programs, government affairs, communications, education & workforce development and events & fundraising. The winners are recognized during the winter summit at the awards lunch.

As sponsor of the Awards of Excellence, your company would receive recognition on all entry materials, e-blasts, on the website and in reminders to membership to enter their programs. In addition:

- Listed as the key sponsor of the Awards of Excellence in all pre-event, during and post event materials
- Copy of full membership list
- Have an opportunity to speak at the event for 5 minutes and present the awards
- Receive one complimentary registration to the winter conference (value \$1200)
Ability to purchase additional registrations at a discounted rate of \$700
- Ability to participate in Partner Speed Dating
- Have the ability to distribute of one collateral piece and amenity item to ISHA members
- Ability to include an article/information in two of the ISHA Membership newsletters