

PREFERRED VENDORS

AHLA Preferred Vendors provide valuable products and services for member hotels. AHLA members benefit from exclusive offers and discounts, and Preferred Vendors get direct access to decision makers in the hospitality industry in Alberta.

Features and Benefits

Becoming a Preferred Vendor is the opportunity to stand out from the crowd and connect with AHLA members at multiple touchpoints.

Preferred Vendors receive:

- All the benefits of Associate Membership
- Dedicated webpage on ahla.ca
- One annual premium feature in email to members
- Premium feature in member welcome package
- Quarterly check-ins

AHLA Preferred Vendors sign an enhanced marketing agreement with the AHLA to provide products and services to Alberta's hospitality industry. There are three levels of Preferred Vendors available.

	PREMIUM	DELUXE	STANDARD
Associate membership \$395	✓	✓	✓
Dedicated Webpage on AHLA.ca	✓	✓	✓
Strategy Session	Quarterly with Member Relations Manager & VP Public Affairs	Biannually with Member Relations Manager	One with Member Relations Manager
Advertising Level	\$15000+ Annual Spend	\$5000+ Annual Spend	\$2500+ Annual Spend
Choose from:	<ul style="list-style-type: none"> • Multiple annual premium features in member emails • Webinar • Premium Feature in member Welcome Package • Social media post • Exclusivity in category* • Quarterly check-ins • Enhanced Member list • Two Member Receptions • Marketplace at Ascend • Advertising in TourismWorks 	<ul style="list-style-type: none"> • One annual premium feature in member email • Webinar • Feature in member Welcome Package • Social media post • Quarterly check-ins • Member list • One Member Reception • Advertising in TourismWorks 	<ul style="list-style-type: none"> • One annual premium feature in member email • Webinar • Feature in member Welcome Package • Social media post • Quarterly check-ins • Member list • Advertising in TourismWork

*exclusivity negotiable based on revenue sharing agreement