

2025

# ALLIED MEMBERSHIP INFORMATION

YOUR CONNECTION TO DECISION MAKERS AROUND THE WORLD



20  
YEAR  
ANNIVERSARY

**IHG OWNERS**  
ASSOCIATION

# Connect to Proven Spending Power

The IHG Owners Association, which represents the interests of IHG® hotel owners worldwide, understands the value of each dollar spent. Our Allied Member Program offers an invaluable service, allowing Allied Members to connect with our network of owners that collectively influence more than \$4 billion in annual spending power, many with several properties spread across multiple brands. Access to such dynamic leadership can connect our Allied Members to ownership groups ranging from one to 30+ hotels with a single purchasing contract.

## **The products and services Association members actively seek include:**

- Cleaning products and chemicals
- Food and beverage
- Sustainable energy solutions
- In-house sales services and consulting
- Talent acquisition and employee retention services
- Finances and investments
- Furnishings and fixtures
- Guest amenities and services
- Technology and Wi-Fi
- Linens, bedding, apparel and accessories
- Insurance, human resources and accounting services

## **Some of our most highly sought after networking opportunities offered through Allied Membership include:**

- Global Board of Directors
- Americas Regional Council
- Europe Regional Council
- Working Group and Task Force Networking Events
- Country, Regional or Sub-Committee Meetings
- US and Regional Owner Meetings

# Partner, Promote & Engage

To complement the range of benefits offered with Package-Level Memberships, Allied Members have the option of selecting even more marketing opportunities on an individual, à la carte basis. These additional opportunities are designed to help Allied Members effectively promote their products and services through the IHG Owners Association's targeted membership communications channels.

We've created an inclusive menu to help you get the most out of your membership and to best help you accomplish your goals.

## Direct Mail Made Easy and Effective

Our Direct Mail program puts your message directly into the hands of Association members. Allied Members provide all materials, fulfillment/stuffing and postage (including print and production). Completed pieces are then sent to the Association's mail house representative in bulk, where they will be addressed and mailed first class on your behalf. All costs are covered by the Allied Member.

Pricing: \$3,000 per mailing / \$2,500 for 2+ mailings booked at once for the same calendar year.

## Share Your Expertise Through an Expert Session

Allied Members selected by the Association have the opportunity to host an Association Expert Session webinar on relevant industry topics. The topic must be approved by the Association and the webinar will be hosted by the Association internally. The Association will create the communications plan and promote the webinar to our members through our digital channels (email blasts, social media, etc.). All marketing content will be provided by the Allied Member and distributed through the Association. An Attendee Report may be sent to the Allied Member post-webinar.

Pricing: Based on availability. Contact an Association representative for pricing and details.

## Target Our Most Loyal Readers with *OWNER* Magazine

Association members rely on our exclusive *OWNER* magazine for insider news, industry trends and best practices, Association, Board and Working Group updates and IHG-brand activities. All advertising for *OWNER* magazine is handled through our publishing partner, McNeill Media Group. Once you determine ad size and frequency, we'll put you directly in touch with McNeill Media Group to review your ad specs, material due dates, etc. The magazine is distributed to 10,000 members and hotels throughout 70 countries, and is available in both digital and print formats. Advertising space is limited, so please reserve early.

Pricing: See *OWNER* magazine Print Media Kit.

## Connect with Owners Through Digital Opportunities

The Association offers a wide array of valuable digital advertising opportunities, all designed to help get your message in front of IHG owners and operators and extend your reach. Through this digital marketing, Allied Members are able to connect directly to industry decision makers through a variety of advertising channels, including weekly newsletters, our Member Center online knowledge library and much more.

Pricing: See Allied Member Digital Media Kit.

# Keep Good Company

All Allied Member companies that are selected to be a part of the Association's Allied Member Program are carefully vetted against several considerations, including history with IHG® hotels, overall hospitality experience and relationships with existing IHG owners and IHG corporate. In select categories, Allied Members must also be aligned with chosen IHG-approved partner suppliers as part of IHG brand standard requirements.

## DIAMOND



## PLATINUM

DISH  
P&G Professional

Safemark  
Simmons Beautyrest

## GOLD

AT&T  
DIRECTV

Frontline Performance Group  
Kemmons Wilson Insurance Group

LG Electronics  
STR

## SILVER

5G LLC  
ASSA ABLOY  
b4checkin  
Carver & Associates

Cintas  
Furniture Industries  
KONE  
Matrix Fitness

O'Connor & Associates  
Schneider Electric (Europe)

## BRONZE

Crestrise Communications  
Foliot Furniture  
Nestle/Starbucks UK

Opal Energy  
Oracle Hospitality  
TTI Technologies





TurnOnGreen  
VNP Solutions

## ASSOCIATE



ADA Hotel Signs  
CGS

Nesbit Agencies  
Unique Refinishers

# Membership Package Options

MEMBERSHIP	INCLUDES
 <b>ASSOCIATE</b> <b>\$2,500</b>	<ul style="list-style-type: none"> <li>• Company listing in the Allied Member Directory, which is accessible to all Association members globally (includes all basic company information) and listing in the Member Center</li> <li>• Company name listed in each issue of <i>OWNER</i> magazine for the year of your package</li> </ul> <p><b>Must pay to be an Associate Allied Member at minimum to participate in any marketing, advertising or Association events</b></p>
 <b>BRONZE</b> <b>\$12,000</b>	<ul style="list-style-type: none"> <li>• Basic membership</li> <li>• <b>One</b> mySource email blast (to all Association members) per year</li> <li>• <b>One</b> company highlight in a weekly myConnect newsletter</li> </ul> <p><b>Your choice</b> of these additional networking opportunities:</p> <ul style="list-style-type: none"> <li>• Participation in <b>one</b> Working Group networking event (US)</li> <li>• <b>Or</b> participation in <b>one</b> Regional Country Committee meeting — UK&amp;I and Continental Europe, Australasia, Mexico, Canada or Latin America</li> </ul>
 <b>SILVER</b> <b>\$20,000</b>	<ul style="list-style-type: none"> <li>• Basic membership</li> <li>• <b>One</b> mySource email blast (to all Association members) per year</li> <li>• <b>Quarter-page ad</b> in <i>OWNER</i> magazine for all <b>four</b> issues</li> <li>• Submission of <b>one</b> company-led or industry-related educational resource on the Association's Member Center for one year</li> <li>• <b>One</b> interior page banner ad on the Association's Member Center for two weeks</li> <li>• Participation in and event attendance at <b>one</b> US Owner Meeting</li> </ul> <p><b>Your choice</b> of these additional networking opportunities:</p> <ul style="list-style-type: none"> <li>• Participation in <b>two</b> Working Group networking events (US)</li> <li>• <b>Or</b> participation in <b>one</b> Regional Country Committee meeting — UK&amp;I and Continental Europe, Australasia, Mexico, Canada or Latin America</li> </ul>
 <b>GOLD</b> <b>\$35,000</b>	<ul style="list-style-type: none"> <li>• Basic membership</li> <li>• <b>Three</b> mySource email blasts (to all Association members) per year, one per quarter</li> <li>• <b>One</b> myConnect newsletter banner ad</li> <li>• <b>Half-page ad</b> in <i>OWNER</i> magazine for all <b>four</b> issues</li> <li>• Submission of <b>two</b> company-led or industry-related educational resources on the Association's Member Center for one year</li> <li>• <b>One</b> interior page banner ad on the Association's Member Center for two weeks</li> <li>• <b>One</b> company highlight in weekly myConnect newsletter</li> <li>• Participation in and event attendance at <b>two</b> US Owner Meetings</li> </ul> <p><b>Your choice</b> of these additional networking opportunities:</p> <ul style="list-style-type: none"> <li>• Participation in <b>three</b> Working Group networking events (US)</li> <li>• <b>Or</b> participation in <b>two</b> additional Regional Country Committee meetings — UK&amp;I and Continental Europe, Australasia, Mexico, Canada or Latin America</li> </ul>

# Membership Package Options (continued)

MEMBERSHIP	INCLUDES
<p> <b>PLATINUM</b></p> <hr/> <p><b>\$70,000</b></p>	<ul style="list-style-type: none"> <li>• Basic membership</li> <li>• <b>Three</b> mySource email blasts (to all Association members) per year, one per quarter</li> <li>• <b>One</b> myConnect newsletter banner ad</li> <li>• <b>Full-page ad</b> in <i>OWNER</i> magazine for all <b>four</b> issues</li> <li>• Submission of <b>three</b> company-led or industry-related educational resources on the Association's Member Center for one year</li> <li>• <b>One</b> home page banner ad on the Association's Member Center for two weeks</li> <li>• <b>One</b> interior banner ad on the Association's Member Center</li> <li>• <b>One</b> company highlight in weekly myConnect newsletter</li> <li>• <b>One</b> Allied Member of the Month social media campaign <b>or</b> Allied Check-in on the Association's Member Center for one month</li> <li>• <b>One</b> featured mySource on the Association's Member Center for two weeks</li> <li>• Participation in <b>one</b> Global Board of Directors event <b>or one</b> Europe Regional Council meeting</li> <li>• Participation in and event attendance at <b>three</b> US Owner Meetings</li> </ul> <p><b>Your choice</b> of these additional networking opportunities:</p> <ul style="list-style-type: none"> <li>• Participation in <b>four</b> Working Group networking events (US)</li> <li>• <b>Or</b> participation in <b>two</b> additional Regional Country Committee meetings — UK&amp;I and Continental Europe, Australasia, Mexico, Canada or Latin America</li> </ul>
<p> <b>DIAMOND</b></p> <hr/> <p><b>\$95,000</b></p>	<ul style="list-style-type: none"> <li>• Basic membership</li> <li>• <b>Four</b> mySource email blasts (to all Association members) per year, one per quarter</li> <li>• <b>Two</b> myConnect newsletter banner ads</li> <li>• <b>Full-page ad</b> in <i>OWNER</i> magazine, <b>three</b> issues <b>PLUS two-page</b> spread ad in one issue of <i>OWNER</i> magazine</li> <li>• Rotating company logo on home page of owners.org for full calendar year</li> <li>• Submission of <b>four</b> company-led or industry-related educational resources on the Association's Member Center for one year</li> <li>• Dedicated company web page on the Association's Member Center</li> <li>• <b>One</b> home page banner ad on the Association's Member Center for two weeks</li> <li>• <b>Two</b> interior page banner ads on the Association's Member Center</li> <li>• <b>Two</b> company highlights in weekly myConnect newsletter</li> <li>• <b>One</b> Allied Member of the Month social media campaign <b>or</b> Allied Check-in on the Association's Member Center for one month</li> <li>• <b>One</b> featured mySource on the Association's Member Center, archived for one year</li> <li>• Participation in <b>four</b> Regional Country Committee meetings — UK&amp;I and Continental Europe, Australasia, Mexico, Canada or Latin America</li> <li>• Participation in <b>four</b> Working Group networking events (US)</li> <li>• Participation in <b>one</b> Global Board of Directors networking event</li> <li>• Participation in <b>one</b> Europe Regional Council meeting</li> <li>• Participation in and event attendance at <b>three</b> US Owner Meetings <ul style="list-style-type: none"> <li>– Includes exclusive Diamond-level only Board of Directors Owner Networking Event</li> </ul> </li> </ul>

# Membership Matrix

MEMBERSHIP INCLUDES:	Associate	Bronze	Silver	Gold	Platinum	Diamond
Basic membership — company listing in Allied Directory, line listing in <i>OWNER</i> magazine and the Member Center	✓	✓	✓	✓	✓	✓
mySource email blasts to all Association members (limited to one per quarter)		1	1	3	3	4
myConnect newsletter banner ad				1	1	2
Company highlight in weekly myConnect newsletter		1		1	1	2
Advertising in <i>OWNER</i> magazine			Qtr-page, 4 issues	Half-page, 4 issues	Full-page, 4 issues	Full-page, 3 issues; 2-page spread, 1 issue
Rotating company logo on home page of owners.org for one year						✓
Submission of company-led or industry-related educational resources on the Member Center for one year			1	2	3	4
Member Center dedicated company webpage						✓
Home page banner ad on the Member Center for two weeks				1	1	1
Interior page banner ad on the Member Center for two weeks			1	1	1	2

# Membership Matrix

MEMBERSHIP INCLUDES:	Associate	Bronze	Silver	Gold	Platinum	Diamond
Allied Check-in or Allied Member of the Month campaign on the Association's Member Center for one month					1	1
Featured mySource on the Member Center for two weeks, archived for one year					1	1
Participation in Working Group networking events (US only)		1	2	3	4	4
Participation in Regional Country Committee meetings — UK&I and Continental Europe, Australasia, Mexico, Canada or Latin America						4
Participation in Global Board of Directors or Europe Regional Council event					1	1+
Participation in and event attendance at US Owner Meetings			1	2	3	3