

We Hope You'll Join!

Thank you for considering membership in CHLA! We very much appreciate your interest and look forward to serving you. Below is information on the benefits of membership for our Allied Partners—we hope that you'll join so you can take full advantage of your membership through these opportunities!

Membership Directory



Each year in late August/early September, CHLA publishes our print membership directory. This directory is mailed to all members and includes both alphabetical listings of our Allied partners as well as a Buyer's Guide that lists Allied partners by type of business. In addition, all Allied partners receive an ad in the directory—1/2 page or full page depending on membership level.

Allied members also receive a complimentary listing in our online membership directory.

Educate & Develop

One time each year, Allied partners can receive a list of lodging members, including contact information (contact info provided varies by member type), which you can use to market your products/services.

Lodging Matters E-Newsletter

As an Allied partner, you will receive a copy of all e-newsletter that we send—we hope you'll find the information included to be helpful in your conversations with hoteliers!

In addition, depending on membership level, many Allied partners are eligible to have an article or ad placed in an e-newsletter.

Network

Annual Conference & Golf Tournament

Mark your calendar and plan to join us **September 10—11, 2023 at The Broadmoor** in Colorado Springs for our Annual Conference and [Golf Tournament](#)! These events provide you and your team a great opportunity to network with hoteliers from across the State and your membership includes registration(s) to the Conference!



2023 Stars of the Industry Awards Luncheon



Every year we host our Stars of the Industry Awards Luncheon to give hotels the opportunity to acknowledge their best line-level and supervisory employees. Our 2023 Awards Luncheon on December 5th at the Hyatt Regency Denver at Colorado Convention Center will bring hoteliers from across the State together. Your membership includes registration(s) for this event.

Metro Denver Lodging Council Events

MDLC will host a wide variety of events in 2023 including Happy Hours, a Lunch with the Denver City Council, a Trade Show, [Golf Tournament](#). Allied members receive one complimentary registration to all events, except the Golf Tournament. Visit the [MDLC webpage](#) for more information and to register for the events!



Get In Touch

We're here to help you make the most of your membership so don't hesitate to reach out! Please contact Amie Mayhew, CHLA President & CEO to learn more about the benefits of membership and how you can get involved!

amie@chla.com | 303-297-8335 | CHLA.com

CHLA

COLORADO HOTEL AND
LODGING ASSOCIATION

Allied Membership Levels & Benefits

Bronze—\$1,500/year

Includes:

- Listing in annual printed Membership Directory & Resource Guide and on our website.
- Half page ad in the Membership Directory & Resource Guide.
- One (1) registration to the Colorado Hotel and Lodging Association Annual Conference.
- One (1) registration to the Stars of the Industry Awards Luncheon.
- One-time list of all lodging members with addresses.
- Recognized at all Colorado Hotel and Lodging Association events on signage.

Silver—\$3,000/year

Includes all Bronze membership plus:

- Full page ad in the Membership Directory.
- One additional for a total of two (2) registrations to the Colorado Hotel and Lodging Association Annual Conference.
- One additional for a total of two (2) registrations to the Stars of the Industry Awards Luncheon.
- One-time list of all lodging members with addresses and email addresses.

Gold—\$5,000/year

Includes all Silver membership plus:

- Two additional for a total of four (4) registrations to the Colorado Hotel and Lodging Association Annual Conference.
- Two additional for a total of four (4) registrations to the Stars of the Industry Awards Luncheon.
- \$250 discount off the Tabletop price at Annual Conference.
- Consultation with CHLA President regarding marketing efforts to membership.
- Private reception with the CHLA Board of Directors at the summer Board Retreat
- One (1) Article in Lodging Matters spotlighting member organization.

Platinum—\$10,000/year

Includes all Gold membership plus:

- Full page ad on the tab, inside or back cover in the Membership Directory.
- Two additional for a total of six (6) registrations to the Colorado Hotel and Lodging Association Annual Conference.
- Two additional for a total of six (6) registrations to the Stars of the Industry Awards Luncheon.
- 2x list of all lodging members with street and email addresses.
- Tabletop exhibit at Annual Conference.