



Exhibition & Convention Executives Forum

BUILDING BETTER TOGETHER:

Lessons from a Strategic Partnership in Hospitality Events

 **Kiersten Pearce**
SVP, Strategic Initiatives and Conferences & Events **Brandy Rand**
Vice President and Market Leader, Hospitality

Answer with ONE word



What comes to mind when you think about a **trade association** and an **event organizer** working together?

BACKGROUND: How we got together

FROM DISCOVERY TO DECISION

Questex builds powerful industry communities where professionals discover new ideas, learn from trusted voices and make informed buying decisions.

COMMUNITIES IN HIGH GROWTH MARKETS



5.5

MILLION
BUYERS

17

COMMUNITY
WEBSITES

45

TRADESHOWS,
CONFERENCES & BUYER
EVENTS

250+

DIGITAL
EVENTS

500+

MARKETING
CONTENT
PROGRAMS

OUR DNA:

Questex's Guiding Principles

Be easy to work with.

Deliver superior results.

Provide world-class experiences.



COLLABORATION

We pursue common goals together to achieve great outcomes.



HONESTY & TRANSPARENCY

We have the courage to be straight-forward.



CURIOSITY

We challenge conventions and champion new thinking.



GROWTH

We have the humility to see our deficiencies and work towards our potential.



FUN

We bring our unique flair and enthusiasm to everyday interactions.



PURPOSE DRIVEN

We own our part in making the world a better place.

Questex Go-to-Market:

Building for Scale and Acceleration

QUESTEX VERTICAL MARKETS

Trusted Brands
Industry Expertise
Audience Reach into Customers
Relationships
Marketing

QUESTEX CENTERS OF EXCELLENCE

Marketing Expertise
Digital Expertise
Specialist Skill Sets
Packaged Products & Programs
Execution & Delivery
Standardization = Scale

AHLA is the Voice of the U.S. Hotel Industry



ADVOCATES

Fighting for responsible public policies at all levels of government



PROMOTES

Representing our industry with key stakeholders



UNITES

Rallying all segments of industry to advance key initiatives & programs



Events at a glance



January

Night of a Thousand Stars

February



March



April

FORWARD / 26

May



June



AHLA COMMITTEES

July



August



September



October

November



December



AHLA COMMITTEES



Questex Advantages for AHLA



Direct and global reach into qualified customers at scale



Deep targeting of customers based on content consumption and live event behavior



Global integration of existing portfolio of hospitality conferences and tradeshow as well as new launches

AHLA Advantages for Questex



The trusted voice of the hotel and lodging industry



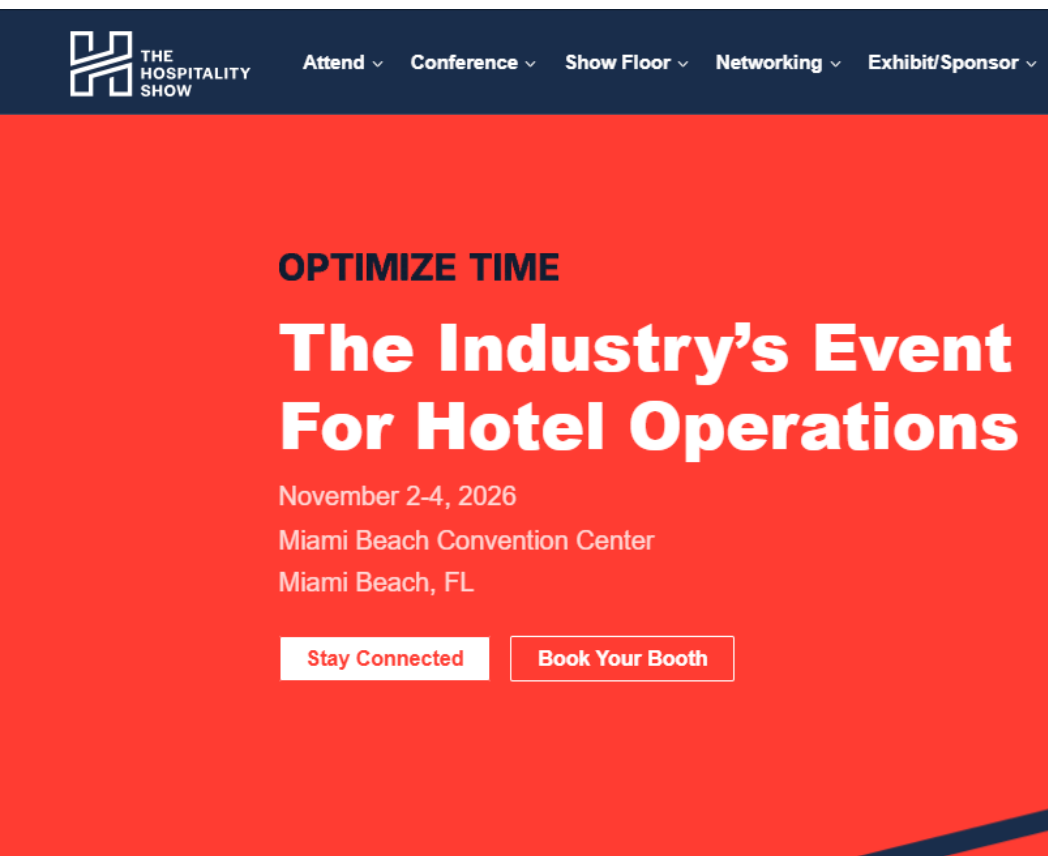
Engagement across the full hotel ecosystem via advocacy and events



Desire to solve the industry's biggest challenges

The Result

From idea (2022) to launch (2023) in six months!



- **The Hospitality Show** was recognized for its massive expansion by Trade Show Executive, taking home two **Fastest 50 Grand Awards**
- **Fastest-Growing Show by Percentage of Growth in Net Square Feet** (79% growth)
- **Outstanding Fastest 50 Newcomer** (49.5% blended growth)
- These accolades highlight the event's rapid success in uniting the hospitality ecosystem.

The Partner Model

What Makes a Good Partnership?

- The right idea that delivers mutually beneficial results
- Collaborative strengths (and transparent weaknesses)
- Clearly defined roles and responsibilities
- Timelines with accountability
- Constant communication with decision protocols in place
- Information sharing and problem-solving at pace
- Trust

***BUT...sometimes this doesn't
go as planned.***

Relationship Mapping

Strategic Relationship Governance

- *Meet 2-3x/yr*
- *Strategic Focus, future growth*

Leadership Steering Group

- *Monthly Meeting*
- *Oversee THS Advisory Board*
- *Ensure delivery of partnership deliverables*

Show Director Co-Leads

- *Project Mgt & Execution Leads*
- *Serve as bridge / connection for the partnership*
- *Develop & maintain project plan & key milestones*

Sales

Overall Sales Strategy – SPEX, Registrations & create sales materials

Content

Curate, Contract and Coordinate Speakers & Panels

Operations

*Trade Show Floor Design & Strategy
Security
Registration*

Marketing

Drive awareness and attendance

Show Experience

*Venue Optimization
Sponsor Activations
Evening Event*

What we've learned...

1. Be disciplined about ways of working
2. Set a strategy early and empower functional teams to execute
3. Voice challenges and resolve immediately

Has your perception of trade association and event organizer partnerships changed?



- Yes
- No