

## LOCAL HOTEL ASSOCIATIONS

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### ADDISON

President—Mark Brooks,  
Dallas-Addison Marriott Quorum by the Galleria

### ALLEN

President—Mohammed Elmougy,  
The Pyramids Hotel

### FARMERS BRANCH

President—John Yeung,  
Doubletree Hotel Farmers Branch

### IRVING LAS COLINAS

President—Gail Jackson,  
Hilton Garden Inn DFW South



## HOTEL ASSOCIATION OF NORTH TEXAS

### HEADQUARTERS

325 N St Paul Street  
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Dallas, TX 75201

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# MEMBERSHIP

SPEAKING WITH A UNIFIED VOICE

214.742.4930

## WHO WE ARE

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The Hotel Association of North Texas is a non-profit member trade association representing approximately 32,000 hotel rooms across the North Texas area, including counties such as Dallas, Collin, Rockwall, Ellis, Tarrant and Denton.

Membership composition includes General Managers of hotels, Executives of hotel corporations, and vendors to the hospitality industry.

Since 1926, the Association has been the principal advocate promoting North Texas as one of the premiere meeting and tourist destinations in the country.

## MISSION

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To further the interests of the hospitality industry through community partnerships, political involvement, member benefits, education and accountability of hotel occupancy taxes throughout our coverage area.

## ASSOCIATION FACTS

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Relationships with North Texas Convention and Visitors Bureaus

Long time partner with DFW Airport in providing transportation solutions

Partner with local law enforcement agencies to operate the Hotel Security Network (HSN)

Advocate of career opportunities within the hotel industry through education and recruitment

## COMMUNITY SERVICE

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*Student Community Partnership:*

- ◆ Collaborate with area agencies and educational institutes to provide internship opportunities in North Texas Hotels

*North Texas Food Bank:*

- ◆ Supports program known as the Dallas Hunger Link to rescue surplus prepared foods for distribution at on-site feeding programs

*North Texas Furniture Bank*

- ◆ Supports programs that collect furniture from hotels that are renovating to assist families in need.



## ANNUAL EVENTS

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JANUARY

Annual Meeting Luncheon

MAY

Annual Golf Tournament

JUNE

Scholarship Luncheon

AUGUST

Industry Trends Luncheon

OCTOBER

“THE HOSPY’s” Hospitality Awards Gala

DECEMBER

Membership Holiday Mixer

## ALLIED GOLD MEMBER BENEFITS

### ♦ MARKETING & PROMOTION OF MEMBERS

Company Link on Association Website  
Article in Association Newsletter  
Networking with industry members at events  
Career Center  
Interactive Mapping

### ♦ FREE JOB POSTINGS ANNUALLY

Association Online Career Center &  


### ♦ EDUCATIONAL SEMINARS

2 FREE SEATS AT:

Hotel Security Network  
Legal Issues  
Human Resources  
Sales and Marketing

Member Driven/Member Request Topics

### ♦ COMPLIMENTARY SEAT

Luncheons— Annual Meeting & Industry Trends

### ♦ EXHIBIT AT ANNUAL TRADESHOWS

Luncheons— Annual Meeting & Industry Trends

### ♦ FINANCIAL CONSULTING

Loan Workouts, Debt restructuring &  
Acquisition and Divestiture services

### ♦ ACCESS TO LEGAL COUNCIL

### ♦ SUBSCRIPTION TO MONTHLY NEWSLETTER

### ♦ ACCESS TO PUBLIC AFFAIRS CONSULTANT

### ♦ MEMBERSHIP DATABASE FOR UTILIZATION

### ♦ LEGISLATIVE ADVOCACY & PUBLIC AFFAIRS

Local and State Levels  
Industry Trends  
City and Law Enforcement Agencies

### ♦ HR CONSULTING

20% discount on all staffing & HR services:  
\*Temp to Perm Direct Hire & HR Hotline,  
Employee Effectiveness Surveys, HR Audits,  
employee handbook creation.

### ♦ ANNUAL EVENT SPONSORSHIP OPPORTUNITIES

Annual Golf Classic

Receive Hole sponsorship and 2 complimentary Players

Annual Awards Gala

Allied Members given first opportunities to sponsor

## CHAIRMAN'S ADDITIONAL MEMBER BENEFITS

ALL LISTED BENEFITS TO THE RIGHT INCLUDING:

- ♦ Up to four seats at the VIP table at all luncheons
- ♦ Attendance at any Board Meeting
- ♦ Introduce speaker at one luncheon
- ♦ Special recognition in newsletter
- ♦ A foursome at the annual HANTX Golf Classic.
- ♦ Special recognition at all membership events
- ♦ At this level, we offer exclusivity to the company, and no other firm will compete

### TOP 10 REASONS TO JOIN:

- 1) The Hotel Association of North Texas has an exclusive ratio of hotels to Allied members of 1:4. We are the only Association in the United States that has a ratio that exclusive in place. This presents more opportunities for the Allied's to connect with the Hotel Members. Representation at City Hall to address and champion issues impacting the industry
- 2) Paid Political Affairs Consultant that monitors local and state proposed ordinances, legislation that could affect the Industry as well as elections
- 3) Paid Attorney to assist with any local or legal issues that may impact your bottom line
- 4) Provides a informative newsletter each month on Industry related issues
- 5) Free job postings at DMN.COM and Yahoo! HotJobs.com (HUGE COST SAVINGS- AS POSTING IS \$369 PER 30 DAY POSTING)
- 6) Educational Opportunities for employees as well as scholarship money for undergraduate, graduate, continuing education as well as hospitality short course and advanced short course
- 7) Networking opportunities at membership events/luncheons
- 8) Free Hospitality Lawyer subscription
- 9) We have one large scale tradeshow to showcase vendor services and products a year
- 10) Allied members are offered up to 5 additional mini-tradeshow and networking opportunities throughout the year

## FAQ'S:

### Q: What type of benefits do you offer in the form of networking?

A: Your membership includes, in the form of networking at events, a booth at two Mini Allied Showcases (30 min before each annual luncheon – you may mingle after the luncheon as well), a booth at our large Allied Showcase (1 hour before the annual luncheon in August – you may mingle after the luncheon as well), one “hole sponsorship” (booth) at our Annual Golf Classic and a booth at any educational seminar that may pertain to your company. These are all free of charge only to Allied Members.

### Q: Why are your membership dues so much more expensive than other memberships?

A: The cost of our membership is directly tied to the exclusive ratio that we offer to our members. We are the ONLY association in the U.S. that offers this exclusive ratio. This provides our Allied Members move one-on-one time with our hotel members. In addition, we do not charge for you to have a booth at any luncheon or event. We have a distribution list of approximately 750 hotels both members and non members the North Texas region. These hotels are sent invitations to all association events. If they bring one to two people per hotel, that is potentially 750 to 1,500 patrons that you could showcase your services to. Also, our newest member benefit; in partnership with the Dallas Morning News and Yahoo Hot Jobs to provide free annual job postings to all members on dmn.com and hotjobs.com. This will be in addition to the free job postings on the Association Website Career Center. An example of the outstanding benefit from this partnership: It currently costs \$396 per 1-30 day job posting on DMN.com / Yahoo Hotjobs.com. If a member had 21 jobs to post in one year that cost would be \$6825. In comparison to your annual dues can you imagine the savings?!

### Q: Will my membership be prorated mid year?

A: Yes, we do offer prorated fees beginning in August.

### Q: Are there any other Allied Members that belong to your Association that offer the same services I do?

A: That is a possibility unless the company is a Chairman's Level Member. This category offers exclusivity.

### Q: Can I get an HANTX member directory?

A: As a Member of the association YES, you will have access to this highly protected and constantly updated database.

### Q: How many hotel members do you have?

A: We currently have approximately 150 members. We are also going through a regionalization process to greatly increase that number.

## HOTEL ASSOCIATION OF NORTH TEXAS Allied Membership Application

Company \_\_\_\_\_

Contact Name & Title \_\_\_\_\_

Address \_\_\_\_\_

City, St Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

### Calculate Membership Dues

- One Year Gold Circle Membership \$3500.00
- Two Year Gold Circle Membership \$5500.00
- Chairman's Level Membership \$6500.00

Method of Payment

Check  Bill Me  Visa  MasterCard  AMEX

Credit Card # \_\_\_\_\_

Exp. date \_\_\_\_\_

Signature \_\_\_\_\_



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Phone: (214) 742-4930 Fax: (214) 651-7852  
Email: info@greaterdallashotels.com  
Web Address: www.greaterdallashotels.com

Allied Membership Application

**Date:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, St., Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

**Web Address:** \_\_\_\_\_

**Type of Business:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Membership:

One year Gold Circle Membership \$3,500

Two year Gold Circle Membership \$5,500

Chairman's Level Allied Membership \$6,500

*Please attach a business card.*