



# Affiliate Membership

**INFLUENCE**  
where  
it  
**MATTERS**



## Your Industry. Your Voice.

The Hotel Association of Canada is a national association dedicated to identifying and understanding the most critical challenges faced by our industry today. We bring together hospitality leaders and key stakeholders to collaboratively problem-solve and mobilize for action.

We translate complex industry data into actionable insights. Through strategic advocacy efforts, we advocate for legislative solutions that create policy impact, while elevating our membership base through innovative and sustainable programming to ensure our industry's continued growth and success.



9,863  
PROPERTIES



\$16 BILLION  
INDUSTRY



460,600+  
GUEST ROOMS



163,300  
CANADIAN JOBS



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Strengthen the Hotel Industry,  
by Supporting the Hotel Industry.

## Showcase your support.

BECOME AN AFFILIATE MEMBER

As an affiliate member of HAC, you will have **access to an executive business audience** with **decision making authority**, and have **influence where it matters most**.



**Influencer**

\$2,500 ANNUAL FEE



**Partnership  
Opportunities**

CONTACT US

# Affiliate Membership

## 2025 Benefits

### Professional Presence

- Enhance your professional presence with our exclusive **Affiliate Membership Branding Kit** featuring a unique logo
- Feature your company logo once annually in "The Hotel Lobby," HAC's monthly member e-newsletter, on social media, and more!
- *New members will also be included in the welcome message in "The Hotel Lobby."*

### Networking and Visibility

- Year-round visibility in HAC's online **Affiliate Directory**
- **Priority partnership opportunities** for HAC events, including our Annual Conference, Calgary Stampede events, Executive Owner's Network, webinar series, and more
- Receive **regular industry updates** via "The Hotel Lobby," HAC's monthly e-newsletter, and other top-line news.

### Support and Resource Access

- Receive prompt assistance and guidance on all member inquiries
- Access to HAC's exclusive member-only website for you and key team members
- Free use of industry research and statistics and access to HAC's information archives
- Share your expertise and innovations with the industry by contributing to our "*Affiliate Perspectives: Expertise and Innovations*" library
- Submit your organization's lodging-related press releases to be shared with the HAC community, subject to HAC staff review and approval
- Participate in issue-specific HAC Supplier surveys
- Access results of HAC member surveys

### Discounts and Special Services

- Enjoy discounted Affiliate Member pricing to attend HAC's Annual Conference
- Exclusive, member-only HAC partnership and partnership opportunities
- 6-Months free Green Key Global vendor offer
  - Available to organizations that advance and innovate in sustainability
  - *Subject to approval by Green Key Global*

[Learn more about this offer.](#)



HOTEL ASSOCIATION OF CANADA  
ASSOCIATION DES HÔTELS DU CANADA

## Connect with Canada's largest network of hoteliers.



To register as an HAC Affiliate Member please visit  
[hotelassociation.ca/register](http://hotelassociation.ca/register) or contact the  
HAC Membership team  
at [membership@hotelassociation.ca](mailto:membership@hotelassociation.ca).

Contact us today to discuss your objectives and  
see how a partnership opportunity with HAC  
can help you reach them. For more details,  
contact us at [events@hotelassociation.ca](mailto:events@hotelassociation.ca)

[hotelassociation.ca/membership/join-hac](http://hotelassociation.ca/membership/join-hac)

**HOTELASSOCIATION.CA**