

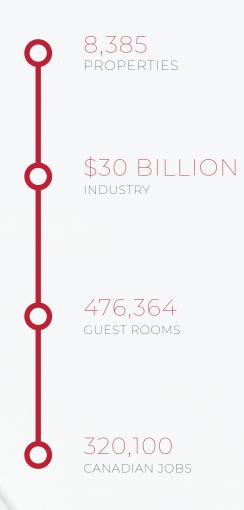
AffiliateMembership



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.





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.



2026 Benefits

Affiliate Membership

Professional Presence

- Enhance your professional presence with our exclusive Affiliate Membership Branding Kit.
- Gain visibility as a new Affiliate Member with inclusion in HAC's welcome message in The Hotel Lobby newsletter, alongside your company logo.
- Showcase your brand annually as a returning Affiliate Member with your logo and website link featured in The Hotel Lobby, HAC's monthly e-newsletter.
- Submit your organization's lodging-related press releases to be shared with the HAC community, subject to HAC staff review and approval.

Networking and Visibility

- Enjoy year-round visibility in HAC's online Affiliate Directory, keeping your brand front and center for industry leaders.
- O Access priority partnership opportunities for HAC events - including our Annual Conference, Calgary Stampede, Hill Day, Executive Owner's Network, webinar series, and more - to maximize your exposure and connections.

Support and Resource Access

- Unlock exclusive data and research insights through HAC's member-only website for you and key team members.
- Participate in issue-specific HAC Supplier surveys.
- O Stay informed with regular industry updates through The Hotel Lobby, HAC's monthly e-newsletter, plus other top-line news to keep you ahead of the curve.

Discounts and Special Services

- Enjoy discounted Affiliate Member pricing to exhibit HAC's Annual Conference.
- Access member-only HAC sponsorship and and partnership opportunities.



Connect with Canada's largest network of hoteliers.



To register as an HAC Affiliate Member please visit hotelassociation.ca/register or contact the HAC Membership team at membership@hotelassociation.ca.

hotelassociation.ca/membership/join-hac

HOTELASSOCIATION.CA