MASSACHUSETTS LODGING ASSOCIATION

2026-2027
PARTNERSHIP OPPORTUNITIES

The Massachusetts Lodging Association includes almost 300 hotels, motels, B&B's, inns and over 95 Industry Partners. Industry Partners include companies and organizations that work with our members directly or indirectly. **Investment in MLA supports the important work we do to strengthen the lodging industry, and in turn we aim to help you achieve your business goals. We welcome the opportunity to work with you and believe you will find great value in the MLA!**

THE MLA
ACTIVITIES & PRIORITIES

Advocacy | **Marketing Resources** | **Education Resources** | **Legal Resources**

DECEMBER 10, 2026 | BI-MONTHLY 2027
EMERGING PROFESSIONALS

These bi-monthly events commencing in January, bring together entry- and mid-level managers for meaningful networking and professional development. Attendees are young professionals who can gain exposure to the industry, increase their network, expand their perspective and network allowing them to take the next step in a hospitality career. **DETAILS: Emerging Professionals: December 10, 2026**

NOVEMBER 17, 2026 | FALL 2027
NEW GENERAL MANAGER RECEPTION *(INVITATION ONLY)*

Join the MLA Board of Directors and an exclusive, limited number of sponsors, as we meet the new General Managers of hotels in Greater Boston and Massachusetts – whether they are new to the city, state or their property. Maintaining relationships is a key to success in any industry, but especially in the tight knit fabric of hospitality. **DETAILS: New General Manager Reception: November 17, 2026 - The Charles Hotel**

JANUARY 6, 2027
ANNUAL BUSINESS MEETING

Break-outs are held before the annual meeting and networking reception where industry professionals speak on hot topics relative to Sales, HR and Finance and Technology. The Annual Business Meeting follows with an update on the state of the MLA by the President.

DETAILS: Annual Business Meeting - January 6, 2027 - Hyatt Regency Boston

FEBRUARY 10, 2027
ANNUAL CAREER FAIR

Students from various vocational and technical schools, high schools, community colleges, colleges and universities attend a day of educational components, a netwroking luncheon, a hospitality leadership meet & greet, and a trade show. **Contact Beth Stehley (*bstehley@masslodging.com*) to get involved.**

DETAILS: Annual Career Fair: February 10, 2027 - Fenway Park.

SPRING 2027
TECH SUMMIT RECEPTION

Now in its third year, this summit brings together tech savvy and successful hoteliers and suppliers of technology to the hospitality business for a Ted Talk like afternoon followed by a networking reception with peers and speakers. Attendees will learn the latest in hotel technology from leaders in hospitality technology.

MAY 3, 2027
32ND ANNUAL HOSPITALITY TOURNAMENT

In keeping with our tradition since 1996 of hosting our tournament the first Monday in May, we invite you to join us! Many sponsorship opportunities await but sell out quickly. The players include individuals from hotels, ownership, and industry partners. The tournament is followed by a reception and auction. All proceeds benefit the Massachusetts Lodging Association Education Foundation. ***Email us: events@masslodging.com to be the first to know when tickets & sponsorships become available – AND take advantage of our Early Bird pricing!***

DETAILS: 32nd Annual Hospitality Tournament: May 3, 2027 - The Wellesley Country Club

MASSACHUSETTS LODGING ASSOCIATION

JUNE 1, 2027

STARS OF THE INDUSTRY

Stars of the Industry is one of our largest events of the year – bringing together both FRONT and BACK of the house employees, and recognizing the outstanding accomplishments of those who make our industry run. This 40+ year tradition, honors lodging employees and properties that best symbolize the quality service of the industry. **DETAILS: Stars of The Industry 2027: June 1, 2027 - Hilton Boston Park Plaza**

AUGUST 2027

ANNUAL LODGING OUTLOOK 2028

This annual event brings together local and state industry leaders for a networking breakfast and a two-hour presentation on the outlook of the lodging industry for the upcoming year. Our outstanding lineup of speakers will bring you the valuable insights and practical information you need to plan for the coming year to stay ahead in this ever-changing marketplace. ***Note: Outlook 2028 will take place in August 2027.***

SEPTEMBER 2027

OUTLOOK 2028: CAPE COD & THE ISLANDS

The MLA in collaboration with Pinnacle Advisory Group will present this event which follows the format of Outlook 2028 but the data is tailored specifically for hotels on Cape Cod & The Islands. We will discuss how demand is evolving and what that means for occupancy and rate strategy with a goal of giving owners and operators practical, market-grounded insight to make smarter decisions in a more dynamic environment.

COUNT ME IN!

SPONSORSHIP DETAILS

____YES! I'd like to help the MLA Immediately (2026)

- ____*New General Manager Reception ($2,500)*
- ____*Emerging Professionals ($1,500)*

____YES! I'd like to Sponsor an MLA Event in 2027

- ____*Annual Business Meeting ($2,500)*
- ____*Career Fair (bstehley@masslodging.com)*
  - ____*Event Sponsor ($4,000)*
  - ____*Tabletop Only ($500)*
- ____*Tech Summit Reception ($8,500)*
- ____*32nd Annual MLA Hospitality Tournament (events@masslodging.com)*
- ____*Stars of The Industry*
  - ____*Presenting Sponsor ($12,500)*
  - ____*Nominee Reception Sponsor ($10,000)*
  - ____*Program Book Sponsor ($5,000)*
  - ____*Floral Sponsor ($4,500)*
  - ____*Nominee Pin Sponsor ($3,500)*
  - ____*Event Sponsor ($2,500) - ONLY FIVE AVAILABLE*
  - ____*Friends of the MLA - ($750)*
- ____ *Outlook 2028*
  - ____*Presenting Sponsor ($10,000)*
  - ____*Outlook Patron ($5,500)*
  - ____*Outlook Sponsor ($2,750)*
- _____*Outlook: Cape Cod & the Islands 2028 ($1,750)*
- _____*New GM Reception ($2,500)*
- ____*Emerging Professionals ($1,500)*
  - ____*DATE: Feb. April June Aug. Oct. Dec.*

For more detailed information, please view our full 2026-2027 Partnership Opportunities Guide which can be found on the MLA website using the QR code below.

Checks can be made payable to the MLA and mailed to: Massachusetts Lodging Association (PO Box 990189, Boston, MA 02199)

Please email us to submit all additional details and receive important donation information.

- **Full Calendar:** *mass lodging.com/events*
- **Detailed Partnership Opportunities Guide:** *masslodging.com/industry-partner-benefits.html*
- **Learn More: Contact Beth Stehley -** *bstehley@masslodging.com*, **MLA Events Inquiries -** *events@masslodging.com*