



## **Helping members grow their business, is HTA's business!**

- The Greater Charlotte Hospitality & Tourism Alliance (HTA) is a full-time private membership association representing a large variety of different businesses in the Greater Charlotte Area, with a mission to help its' members grow their businesses.
- HTA'S mission is proudly accomplished by the organization's relentless focus on being an advocate and leader in helping the growth of our region's hospitality & tourism business, and our overall economy.
- HTA was established by the leaders of Charlotte area's hospitality and tourism industry in 1994.

# HTA's Meeting & Events

With the goal of providing members with the best informational and networking meeting and events in the Charlotte area, HTA's events include:

- **Quarterly General Meetings** that are normally attended by more than 200 people and include a networking reception
- **HTA Quarterly Board Meetings** for board members and invited corporate members
- **HTA Corporate Networking Events** (exclusively for corporate members)
- **HTA's Annual Dinner & Gala Event** which has been attended by over 1000 people the past few years and has continually grown over the past 24 years
- **HTA's Annual Business Showcase** which is co-sponsored by the Charlotte Chamber and the CRVA Partners in Tourism. It includes over 150 exhibitors annually with an attendance of over 1,000 business decision makers from the Charlotte area for the past two decades.
- **Annual Candidate's Reception** which has been co-sponsored by the Charlotte Chamber to provide members of the two organizations to meet local candidates of each year and includes a reception
- **Corporate Member Sponsored** promotional events/grand openings for other corporate members to attend
- **Special Committee Meetings**
- **Spring, Summer and Autumn Golf Tournaments**

Please contact Landon White for more information at [Landon@charlottehta.com](mailto:Landon@charlottehta.com)  
[www.CharlotteHTA.com](http://www.CharlotteHTA.com)

# Helping Members Grow Their Business, Is HTA's Business

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The **Greater Charlotte Hospitality & Tourism Alliance (HTA)** has been the premier voice of our region's hospitality & tourism industry since it was established by the leaders of the industry in 1994. Over the years the HTA's leadership has proudly and relentlessly been vital in efforts that have made our region a **premier destination**. We are proud to have been a major part of developing the **Charlotte Convention Center**, the **Spectrum Center**, **NASCAR Hall of Fame**, our fantastic **Arts & Cultural Complex**, **Carolina's Aviation Museum**, the **Charlotte Knights Baseball Stadium**, **renovation of the Bank of America Stadium**, **Matthew's Sportsplex**, **Memorial Stadium renovation** and many initiatives which have made the Charlotte region a great travel, event and convention destination.

**As a full-time membership association representing a large variety of different businesses in the Greater Charlotte area**, we have proudly become known as a major economic development driver for our region and one of the most effective business organizations in the Carolinas. Our mission and specific priorities are simply focused on leading initiatives that are essential in maximizing the bottom lines of all HTA members' businesses. If you are not a member of our very **pro-active and members' bottom line oriented association**, we would love to have the **pleasure of working with you in maximizing your business opportunities**.

Our region's hospitality industry, which currently generates nearly \$7 billion in annual revenue and employs more than 100,000 people in the Greater Charlotte area, is continuing to grow and have more of an impact on practically all businesses in our region. **If you are interested in growing your share of business from this remarkable industry, put us to work for you by joining as a member of the HTA.**

## HTA Corporate Partner- \$5,000 Annual Investment

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- 1 Corporate Partner Membership Plus 4 Individual Memberships
- Four Tickets for HTA's Annual Dinner (**\$600 value**)
- Invitation to Board Meetings and Corporate Member Events
- Display Table at a General Meeting
- Corporate Partner Listing on Meeting Materials for Exposure
- Corporate Partner Business Spotlight (1), Editorial Advertisement, Corporate Partner listing, (1) and Discounts for advertising in the **Charlotte Hospitality Magazine**
- **Plus all regular membership benefits as listed below:**
  - Invitations to attend complimentary HTA quarterly meetings and receptions, HTA's Annual Business Showcase, HTA's Annual Political Candidate Receptions, HTA's Annual Dinner, and HTA's Spring, Summer, and Fall Golf Tournaments
  - Complimentary subscription to Charlotte Hospitality Magazine (bi-monthly magazine)
  - Discount on bus passes
  - A great resource for information, an all-star Board of Directors with a wealth of knowledge and expertise, and an opportunity to be part of one of the most dynamic business organizations in the state and region

## HTA Corporate Sponsor- \$2,500 Annual Investment

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- 1 Corporate Sponsor Membership Plus 2 Individual Memberships
- Two Tickets for HTA's Annual Dinner (**\$300 value**)
- Corporate Sponsors Listing, and discounts for Advertising in the **Charlotte Hospitality Magazine**
- **Plus all regular membership benefits as listed above**

## Regular Membership- \$365- \$495 Annual Investment

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- See above regular membership benefits



## **Membership Application**

### **Annual Membership Dues**

<b>1. Corporate Partner</b>	<b>\$5,000.00</b>
<b>2. Corporate Sponsor</b>	<b>\$2,500.00</b>
<b>3. 5 + Employees</b>	<b>\$495.00</b>
<b>4. 1-4 Employees</b>	<b>\$365.00</b>

**\*For Corporate Sponsor & Partner Benefits, please see Corporate Membership Benefit Listing or call us at 704-331-0079.**

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

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

**Company Representative:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_

**Office Phone #:** \_\_\_\_\_ **Mobile #:** \_\_\_\_\_ **Fax #:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_ **Website:** \_\_\_\_\_

**Preferred Method of Communication:** (circle one)      **Email**                      **Phone**

**Number of Employees:** \_\_\_\_\_ **Annual Membership Dues \$** \_\_\_\_\_

**Application Date:** \_\_\_\_\_ **Referred By:** \_\_\_\_\_

**Method of Payment:**

\_\_\_ Check in the amount of \$ \_\_\_\_\_ will be mailed to HTA

\_\_\_ Charge my credit card for the amount of \$ \_\_\_\_\_

**Card Type:** AMEX    VISA    MC

**CC #:** \_\_\_\_\_ **Expiration Date:** \_\_\_ / \_\_\_ **CID Code** \_\_\_\_\_

**Company Representative's Signature** \_\_\_\_\_

**Your annual membership is valid from one full year from the date of joining.**

**Please fax, mail or email completed application to:**  
**H.T.A., 301 South McDowell Street, Suite 1106, Charlotte, N.C. 28204**  
**Phone # 704.331.0079    Fax # 704.331.0719**  
**mjenatian@charlottehta.com**  
**www.charlottehta.com**

*Thank you for your membership and support of the HTA.*

- HTA is a full-time membership organization funded solely by its members.
- We look forward to having the opportunity of serving you and your business as a member!