

INDUSTRY OUTLOOK: HOTELS & HOSPITALITY

October 17, 2019 | 7:30AM – 9:30AM

PANELISTS



ASAD MALIK

Amerilodge Group



AKRAM NAMOU

Namou Hotel Group



JUSTIN WINSLOW

Michigan Restaurant
& Lodging Association



AGENDA

7:30 AM - Networking Breakfast | 8:15 AM - Program | 9:30 AM - Program Concludes

SPONSORS



Hilton Garden Inn
Southfield, MI

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INDUSTRY OUTLOOK: HOTELS & HOSPITALITY

Steward Media is pleased to announce our upcoming Industry Outlook: Hotels and Hospitality on the morning of Thursday October 17, 2019. This is the first Hotels and Hospitality panel featuring Asad Malik (Amerilodge Group), Akram Namou (Namou Hotel Group), and Justin Winslow (Michigan Restaurant & Lodging Association).

This program presented by Title Sponsor Signal Restoration Services, provides an intriguing and exclusive discussion about the Hotel and Hospitality industry as well as forecasting the leading trends in the industry. Registration and networking begin at 7:30 AM at the Hilton Garden Inn and the program concludes at 9:30 AM.

Brand awareness:

Steward Media has built its reputation, as the leading firm for producing high level events in this region, by facilitating introductions to leaders within our network. Our events attract some of the most successful CEOs and business leaders in our state, and arguably, our country. The events consistently provide opportunities to network with commercial real estate developers, insiders, and professional service providers.

Why invest in a sponsorship:

At the Development Sponsor level or higher we will cross brand our business within our network of 30,000 contacts across the entire Commercial Real Estate industry. In addition, we help facilitate high level introductions between our business partners and industry leaders.

What you will learn from attending:

Attendees can expect to learn from the panelists, their respective companies, market outlook, and value proposition in the marketing place. There will be time for Q&A.



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ASAD MALIK



Asad's start in the hospitality industry began in 2006 when he opened the Holiday Inn Express in Grand Blanc Michigan. He cultivated a relationship with IHG culminating in Amerilodge being recognized as Developer of the Year in 2013 and 2014 and in 2015 awarded the New Development Design Award. In 2018, he was named as one of Crain's Fast 50- Fastest Growing Companies and DBusiness' 500 Most Powerful Business Leaders.

He was recognized by Ernst & Young as EY Entrepreneur of the Year and received the Michigan Economic Bright Spot Award. Prior to starting his career in hospitality, Asad held several executive leadership positions in finance at top hospitals in Michigan, including his last role as Vice President of Finance at Henry Ford West Bloomfield, part of the Henry Ford Health System. There he was instrumental in opening the new hospital, leading several expansion efforts, showing a positive cash flow 10 months ahead of schedule as well as achieving customer satisfaction in the 99th percentile in food operations and engagement scores among the best in the system. The hospital also won the Malcolm Baldrige Award for quality. Asad received his Bachelor's degree from Albion College and holds a Master's degree in Business Administration University of Detroit Mercy and a Master's of Health Services Administration from University of Michigan.

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AKRAM NAMOU



Akram Namou's career began after he left Iraq in 1972 to move to the United Kingdom for a chartered accountancy designation. Prior to that, he attended the American Jesuit school, **Al-Hikma University** in Baghdad where he received his Bachelors in Business Administration. In 1980, he moved to the United States to continue his career in accounting.

He received his C.P.A. license in 1981 and worked for a large local CPA firm where he stayed until 1984. Thereafter, he left to open his own accounting firm. It was during this time that he decided to pursue ventures in the hospitality industry, a field he had been interested in since he was young thanks to his father who also invested in hotels in Iraq.

In 1991, he purchased his first hotel: **Americas Best Value Inn and Suites** in Warren on Van Dyke Avenue, a property he still owns. Thereafter, he brought in partners to manage the accounting firm while remaining a shareholder and eventually retiring from the practice in 2004 when he really launched his career in the hotel business and dedicated himself full time. Akram Namou is considered to be an icon in the hotel industry in Michigan. He has been awarded and recognized by many prestigious companies such as Crains Detroit Business as well as named one of D Business 500 Most Powerful Business Leaders.

Akram Namou founded A&M Hospitality in 1996 where he, along with various partners, ventured together in many different hotel investments and projects through 2017. Starting in 2018, and today, Namou is President and CEO of **Namou Hotel Group**, a company he also founded. Namou Hotel Group specializes in the acquisition, development, construction and management of hotels. Namou is involved in the process from start to finish and cultivates the business from the ground up.

These hotels include full-service hotels, limited-service hotels and extended-stay hotels in Michigan, Ohio and Indiana. Namou Hotel Group is a Platinum franchisee with Marriott, a Preferred Client of Wyndham Hotels and a VIP member for Choice Hotels. Other approved Flags include those from IHG, Hilton, and Hyatt Corporations along with other reputable franchises.

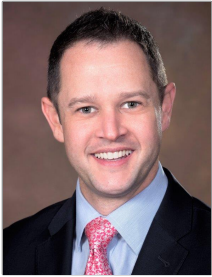
Since its start, Namou Hotel Group has opened 8 new hotels in 2018 and is anticipating the opening of 6 more before the end of 2019. Namou is excited about the future and continues to remain a strong and growing force in the hospitality industry.

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JUSTIN WINSLOW



Justin Winslow became the President & CEO of the Michigan Restaurant & Lodging Association in 2015 after serving four years as the Vice President of Government Affairs for the association.

Winslow is responsible for expanding the scope of the association through the incorporation of both the statewide lodging association and the Detroit Restaurant Association into the MRLA. He also led a statewide coalition that successfully defended the industry against several damaging ballot proposals during his tenure as CEO.

As Vice President, Winslow was rated the second most effective association lobbyist in Lansing by MIRS News. In 2015 he received the "Rising Leader" award from the Michigan Society of Association Executives.

Winslow received a Bachelor of Arts degree from the James Madison College at Michigan State University and holds a Master of Public Policy and Administration degree from the same school.

Justin resides in the greater Lansing area with his wife Stephanie and his three children; Avery, Grayson and Alex.

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SPONSORSHIP OPPORTUNITIES

October 17, 2019

TITLE SPONSOR – \$20,000

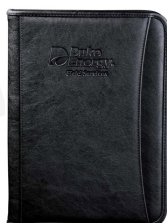
- Company logo listed on event flyer, in program booklet, and slideshow as Title Sponsor
- Industry exclusivity
- Company commercial or representative to speak at event for 2 minutes
- Receive name and business addresses of event attendees
- Two (2) premium full page ads in program booklet [Dimensions: 5"w x 8"h]
- Setup display at event (in pre-function area)
- Recognition during opening and closing remarks
- Receive pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Title Sponsor
- Includes twenty (20) VIP tickets
- Company logo listed on two (2) premium reserved tables

PROFESSIONAL SPONSOR – \$10,000

- Company logo listed on event flyer, in program booklet, and slideshow as Professional Sponsor
- Receive name and business addresses of event attendees
- One (1) premium full page ad in program booklet [Dimensions: 5"w x 8"h]
- Recognition during opening and closing remarks
- Company logo featured on Folio and distributed to all attendees
- Pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Professional Sponsor
- Includes ten (10) VIP tickets
- Company logo listed on one (1) premium reserved table



YOUR LOGO HERE



EXECUTIVE SPONSOR - \$5,000

- Company logo listed on event flyer, in program booklet, and slideshow as Executive Sponsor
- Receive name and business addresses of event attendees
- One (1) premium full page ad in program booklet [Dimensions: 5"w x 8"h]
- Recognition during opening and closing remarks
- Pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Executive Sponsor
- Includes ten (10) VIP tickets
- Company logo listed on one (1) premium reserved table

BREAKFAST SPONSOR - \$4,000

- Company logo listed on event flyer, in program booklet, and slideshow as Breakfast Sponsor
- Receive name and business addresses of event attendees
- One (1) premium full page ad in program booklet [Dimensions: 5"w x 8"h]
- Recognition during opening remarks
- Company logo featured on table as Breakfast Sponsor
- Pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Breakfast Sponsor
- Includes eight (8) VIP tickets
- Company logo listed on one (1) premium reserved table



SPONSORSHIP OPPORTUNITIES

October 17, 2019

RAFFLE SPONSOR - \$3,000

- Company logo in program booklet and slideshow as Raffle Sponsor
- Receive name and business addresses of event attendees
- One (1) premium full page ad in program booklet [Dimensions: 5"w x 8"h]
- Recognition during opening remarks and Company representative to pick Raffle Winner
- Pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Raffle Sponsor
- Includes six (6) VIP tickets
- Company logo listed on one (1) premium reserved table

DEVELOPMENT SPONSOR - \$500

- Company logo in program booklet and slideshow as Development Sponsor
- Quarter page ad in program booklet [Dimensions: 5"w x 1.75"h]
- Pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Development Sponsor
- Includes one (1) ticket for admission

INVESTOR - \$100

- One (1) General Admission Ticket

ACQUISITION SPONSOR - \$1,500

- Company logo listed on event flyer, in program booklet, and slideshow as Acquisition Sponsor
- Half page ad in program booklet [Dimensions: 5"w x 4"h]
- Pre and post event branding to over 30,000 contacts via: e-blasts, Facebook, Instagram, Twitter, LinkedIn, promotional video (post event), and website as Acquisition Sponsor
- Includes four (4) tickets for admission

Attendees will enjoy a full service breakfast from Hilton Garden Inn



PROGRAM BOOKLET ADS

Full Page // \$800 [Ad dimensions: 5"w x 8"h]

Half Page // \$500 [Ad dimensions: 5"w x 4"h]

Quarter Page // \$300 [Ad dimensions: 5"w x 1.75"h]

Please submit high resolution vector files only

***Email ad to events@steward-media.com
by October 1, 2019***

RESERVATION FORM

COMMITMENT:

☐ TITLE // \$20,000 ☐ PROFESSIONAL // \$10,000 ☐ EXECUTIVE // \$5,000 ☐ BREAKFAST // \$4,000
☐ RAFFLE // \$3,000 ☐ ACQUISITION // \$1,500 ☐ DEVELOPMENT // \$500 ☐ INVESTOR // \$100

ADVERTISEMENT OPPORTUNITY:

☐ FULL PAGE // \$800 ☐ HALF PAGE // \$500 ☐ QUARTER PAGE // \$300

CONTACT INFORMATION:

NAME: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

PLEASE LIST GUEST NAMES HERE:

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| _____ | _____ | _____ |
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PAYMENT METHOD:

☐ CHECK Check #: _____ Amount: \$ _____ .00

☐ MC ☐ VISA ☐ AMEX ☐ DISCOVER

***All credit card transactions will incur a 5% swipe fee**

Card #: _____ - _____ - _____ - _____ Exp. Date: ____/____

V-Code: _____ Billing Address Zip Code: _____
(last 3 numbers on back of credit card)

Signature: _____

No Refunds or Exchanges

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