



pr&la Pennsylvania
Restaurant & Lodging
Association

Annual Conference & Awards Celebration

Lancaster | Nov. 10-12, 2025

Gather. Grow. Thrive.

Celebrating Hospitality & Tourism, Cultivating Success

SPONSORSHIP & EXHIBITOR INFORMATION

Connect with Pennsylvania's top restaurant, hotel, and tourism leaders while building brand visibility through multi-channel exposure and showing your support for the people powering hospitality.

CONFERENCE SPONSORSHIPS

All conference sponsorship levels and exhibitors will be listed in the conference app, on signage, in post-event email, and recognized on PRLA social media channels.

Title Sponsor – \$25,000 (Exclusive)

8 registrations + Corporate video + Opening remarks + Session intro + Featured placement in app + Banner ad on conference website + 1 push notification to attendees during event + Exhibitor table + Post-event email spotlight

Keynote Sponsor – \$20,000 (Exclusive)

6 registrations + Corporate video + Banner ad in pre-event email + Keynote intro + 1 push notification to attendees during event + Exhibitor table + Post-event email spotlight

Tourism Track Sponsor – \$10,000 (Exclusive)

4 registrations + Session intro + 1 push notification to attendees during event + Exhibitor table + Post-event email spotlight

F&B or Lodging Track Sponsor – \$5,000 (Exclusive)

4 registrations + Session intro + 1 push notification to conference attendees during event + Exhibitor table + Post-event email spotlight

Tuesday Reception Sponsor – \$3,000 (Exclusive)

2 registrations + Reception welcome remarks + Exclusive signage + 1 push notification to conference attendees during event + Recognized in pre-event email + Exhibitor table

Conference App Sponsor – \$2,000 (Exclusive)

1 registration + Exhibitor table + Logo featured in app background + 1 push notification to attendees during event

Lanyard Sponsor – \$2,000 (Exclusive)

1 registration + Logo on lanyards + Exhibitor table + 1 push notification to attendees during event

Session Sponsor – \$1,500

2 registrations + Intro session speaker + Exclusive session signage + Logo & link on session listing + Exhibitor table

Exhibitor – \$1,500 (PRLA members - \$1,000)

1 registrations + Exhibitor table + Logo & link included in exhibitor showcase

SPIRIT OF HOSPITALITY AWARDS SPONSORSHIPS

All awards celebration sponsorship levels will be listed in the awards celebration program, on signage, and recognized on PRLA social media channels.

Awards Presenting Sponsor – \$10,000 (Exclusive)

4 tickets + Speaking opportunity + Present an award + Premium full-page ad + Party Parade Grand Master

Cocktail Hour Sponsor – \$5,000 (Exclusive)

4 tickets + Signage + Premium full-page ad

Entertainment Sponsor – \$5,000 (Exclusive)

4 tickets + Signage + Premium full-page ad

Beverage Station Sponsor – \$2,500

4 tickets + Station signage + Half-page ad

Food Station Sponsor – \$1,000

2 tickets + Station signage + Quarter-page ad

Employee of the Year Award Category Nominee Benefactor Bundled Package – \$7,000

Provides overnight stays & tickets for all three divisions of Employee of the Year finalists + recognition

Employee of the Year Award Category Nominee Benefactor per Division – \$2,500

Provides overnight stays & tickets for one division of Employee of the Year finalists (Restaurant / Lodging / Tourism) + recognition

Individual Nominee Sponsor – \$500

Provide overnight stay & 2 tickets for one finalist + recognition

Awards Program Advertising Only

Full Page: \$500 • Half Page: \$300 • Quarter Page: \$250

RESERVE YOUR SPOT

CONTACT _____

COMPANY NAME _____

PHONE _____

EMAIL _____

SPONSORSHIP LEVEL _____

Attendee names (if known): _____

METHOD OF PAYMENT

CC# _____

EXP. DATE. _____ 3-DIGIT CODE _____

AUTHORIZED AMOUNT \$ _____

NAME ON CARD _____

BILLING ADDRESS _____

CITY, STATE, ZIP _____

AUTHORIZED SIGNATURE _____

Checks can be made payable to PRLA.

Please return completed form & payment to PRLA, 100 State Street, Harrisburg, PA 17101

Questions? Contact Heidi Howard at (717) 963-8365 or hhoward@prla.org

Reserve online at web.prla.org/events