



2022 Membership Benefits and Registration Form

Registration Information

If you would like to become a member of the SHA, or need to renew your annual membership, please fill out the fields below.

Please choose your registration type:

- ☐ New Membership
☐ Membership Renewal with New Info
☐ Membership Renewal with No Changes

Please choose your membership type:

- ☐ Regular Member
☐ Allied Member

Preferred payment method:

- ☐ Check (Payable to Sevierville Hospitality Association)
☐ Cash
☐ Debit or Credit Card (Last 4 Digits: _____)

*A board member will contact you for remaining card information

Member Company Name

Mailing Address

City/State/Zip

Address to list on SHA website

Phone Number

Fax Number

Website Address

First Representative Name

Second Representative Name

Does second representative have the authority to vote in your absence?

About The Sevierville Hospitality Association

The Sevierville Hospitality Association (SHA) is the leading group for hospitality and hospitality-supporting businesses located in and around the City of Sevierville.

Our mission is to:

- Foster a cooperative relationship with the City of Sevierville, the County of Sevier, and the State of Tennessee.
- To foster good practices and sound business principles.
- To encourage sound public policy which establishes a fair business environment for the hospitality industry.
- To accumulate and share information relating to hospitality.
- To generally advance the interest of the "overnight" lodging, restaurant, attraction, and wedding business in Sevierville, and develop friendly and ethical cooperation and coordination among the membership.
- To engage in any other activity consistent with the law.

Benefits of Membership

The number one benefit of membership is networking with others in the area tourism industry.

More specifically, membership benefits include:

- Attend monthly member meetings
- Learn about City & Chamber activities
- Learn about state hospitality issues
- Sponsor or host a monthly meeting
- Eligible to give short presentations
- Eligible to serve on committees
- Eligible to serve on Board of Directors
- Voting rights (regular members only)
- Participate in education programs
- Help fundraise for lodging TPAC
- Help raise funds for scholarships
- Participate in or attend Trade Show
- Listing on the SHA website.

Membership only costs

\$100!

Types of Memberships

There are two types of memberships, Regular and Allied. Regular members must have a Sevierville Business License. All others are Allied Members. Members may represent lodging, restaurants, attractions, or wedding provider businesses.

Questions? Contact April Gillispie (april@thomasmgrouponline.com) or Jarrod Wilson (jwilson@comfortinnapplevalley.com)!