



2026 CONVENTION

CHEROKEE, NC | JULY 28 - 30, 2026

Hello Exhibitors,

I hope this message finds you well! As we reflect on our journey together, we want to extend our heartfelt gratitude for your ongoing support over the years. Your contributions have been invaluable to the success of both Huddle House and Perkins, and we truly appreciate your partnership.

We are excited to invite you to our upcoming convention at Harrah's Cherokee Resort in Cherokee, North Carolina July 28-30, 2026. This beautiful venue will provide a world-class experience for our sponsors, franchisees, and leaders across the organization, featuring luxurious accommodations, exceptional amenities, and captivating sights of the Great Smoky Mountains.

This year, we have several sponsorship levels, creating unique opportunities for engagement and visibility. We understand that not every vendor may be able to attend in person, and for those unable to join us, we are committed to finding meaningful ways to celebrate your contributions to the Ascent brands.

Attached to this letter, you will find our sponsorship package outlining the various opportunities available. We encourage you to review it and consider committing as soon as possible, as your support is crucial in making this event a success.

Thank you once again for your continued partnership. We could not host this event without your support, and we look forward to celebrating our shared successes together.

Warm regards,



OUR BRANDS. OUR FUTURE.

SPONSORSHIP PACKAGES

Please see our sponsorship packages listed below. Vendor village will be open from noon until 4 pm on Tuesday, July 28 during the convention. All Vendor Village booths are 10' x 10'.



DIAMOND \$25,000

Diamond Package includes:

- Two members of your team will be included as active attendees of the conference, including meals, general sessions, and breakout sessions
- Reserved table at the awards gala
- One booth at Vendors Village with premium placement
- Your company name and/or logo on convention signage
- Each additional registration beyond the package is \$375

PLATINUM \$20,000

Platinum Package includes:

- One member of your team will be included as an active attendee of the conference, including meals, general sessions, and breakout sessions
- One booth at Vendors Village with premium placement
- Your company name and/or logo on convention signage
- Each additional registration beyond the package is \$375

GOLD \$15,000

Gold Package includes:

- One member of your team will be included as an active attendee of the conference, including meals, general sessions, and breakout sessions
- One booth at Vendors Village
- Your company name and/or logo on convention signage
- Each additional registration beyond the package is \$375

BRONZE \$10,000

Bronze Package includes:

- One booth at Vendors Village
- Your company name and/or logo on convention signage
- Each additional registration beyond the package is \$375

SILVER \$5,000

Silver Package includes:

- One booth at Vendors Village
- Your company name and/or logo at Vendor Village
- Each additional registration beyond the package is \$375

Please contact Peter Golaszewski (peterg@ascenthm.com), Sharla Stewart ([sstewart@ascenthm.com](mailto:ssstewart@ascenthm.com)) or your support center contact as soon as possible to secure your sponsorship. We thank you for your generous support—it really makes a difference!

VENDOR VILLAGE SCHEDULE

Vendor village will be open from noon until 4 pm on Tuesday, July 28 during the convention.



8:00 AM – 11:45 AM	Exhibitor Setup
12:00 PM – 4:00 PM	Vendor Village
5:00 PM – 8:00 PM	Welcome Reception
7:00 PM – 9:00 PM	Tear Down

CONVENTION & HOTEL REGISTRATION

Online registration for the 2026 Convention and hotel rooms is available now. We have negotiated a discount rate at Harrah's Cherokee Resort starting at \$134.00 per night.

RESERVE YOUR SPOT TODAY! Visit together.ascenthm.com for full details!

Visit together.ascenthm.com or click the link below to register for the convention and hotel rooms.

ASCENT HOSPITALITY MANAGEMENT PRESENTS...

ASCENT TOGETHER

OUR BRANDS. OUR FUTURE.

JULY 28-30

HARRAH'S CHEROKEE RESORT | CHEROKEE, NC

Join us for three days of learning, networking, and celebration in the Great Smoky Mountains – the Ascent Together convention is where Huddle House and Perkins come together as one.

together.ascenthm.com

[Learn More & RSVP Today!](#)

OUR BRANDS. OUR FUTURE.