

## **IDEaS Gears Up for 2021 AAHOA Convention**

*As the franchise community gathers in Dallas for AAHOACON21, revenue management leader IDEaS prepares to tackle industry challenges*

**MINNEAPOLIS**—July 15, 2021—IDEaS Revenue Solutions, the world’s leading provider of revenue management software and services, announced it will participate as a Platinum Level sponsor at the upcoming Asian American Hotel Owners Association (AAHOA) convention and trade show in Dallas, August 3-6, 2021.

IDEaS is planning a host of events and contact points to engage the franchisee and owner community in preparations for the new challenges of the post-COVID era. Elements of the expanded partnership with AAHOA include:

- **Growing ties with AAHOA membership** – IDEaS expands its ties with AAHOA and will participate in regional events and sponsorships such as future leadership events, webinars and publishing for the educational benefit of AAHOA members.
- **Happy hour podcast with Glenn Haussman** – To celebrate the return of hospitality within the AAHOA community, IDEaS has sponsored a special edition of the Glenn Haussman “Night Audit” happy hour podcast.
- **Interactive session** – Sanjay Nagalia, COO and CTO of IDEaS will speak to members on the trade show floor August 5, from 2:00 p.m. to 2:25 p.m. during an interactive session about critical franchisee revenue management considerations.
- **Trade show presence** – IDEaS leaders will be on hand to discuss revenue challenges of the post-pandemic period with attendees at booth #535.

**Sanjay Nagalia, chief operating officer and chief technology officer, IDEaS, said:** “IDEaS provides revenue management solutions to more than 15,000 clients worldwide, including over five thousand in the limited service and franchise space. We have developed solutions specifically to help franchise owners forecast, optimize and maximize revenues and move toward operational efficiency and excellence at their hotels. We are eager to help AAHOA members expand their revenue management efforts and look forward to being a valuable resource as we celebrate the return of travel.”

*For more information or to contact IDEaS to meet at AAHOA, contact [info@ideas.com](mailto:info@ideas.com)*

**About IDEaS**

IDEaS, a SAS company, is the world's leading provider of revenue management software and services. With over 30 years of expertise, IDEaS delivers revenue science to more than 15,000 clients in 143 countries. Combining industry knowledge with innovative, data-analytics technology, IDEaS creates sophisticated yet simple ways to empower revenue leaders with precise, automated decisions they can trust. Results delivered. Revenue transformed. Discover greater profitability at [ideas.com](http://ideas.com).