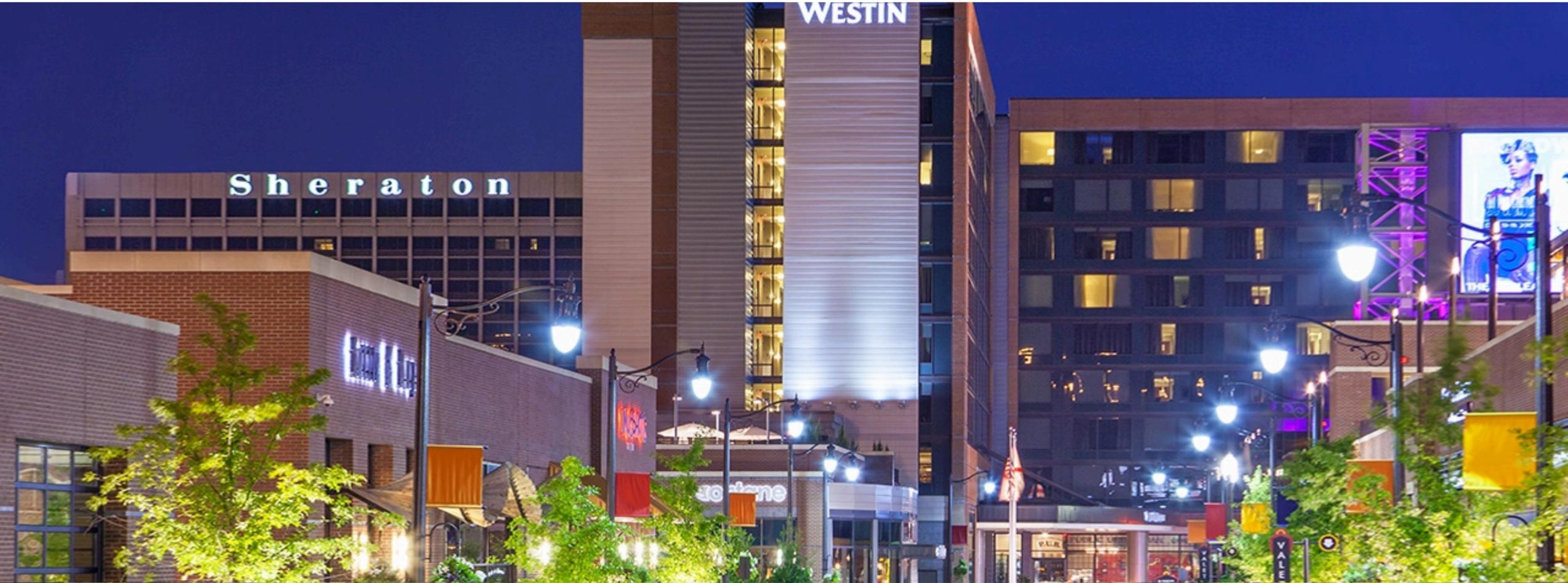


Birmingham Sheraton/Westin Complex

May 2, 2024

# Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference

M-TBJHTDC



John Larsen

Associate Vice President, Lamont Associates - Enlisted Association of the National Guard of the United States

720 Deer Hollow Boulevard, Southlake, TX 76092 USA



BIRMINGHAM SHERATON/WESTIN COMPLEX

## Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference

Dear John,

We are excited to hear that the Birmingham Sheraton/Westin Complex is in consideration for the Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference. The Birmingham Sheraton/Westin Complex has much to offer to make this program special and memorable for your attendees.

The following pages detail the considerations for planning your event and why we believe Birmingham Sheraton/Westin Complex is the ideal choice for the Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference.

Our focus is to exceed your expectations and we look forward to partnering with you for a successful event.

Sincerely,  
Sallie Hallmark





## Centrally Located in the Southeast

Whether you choose to drive, fly or travel by train, delegates find Birmingham's central location in the Southeast easy to access.

A convenient airport and service by Amtrak from New Orleans and cities along the east coast make our city the perfect convention destination.



# Driving to Birmingham



City	Distance		Time (hr)
	Miles	km	
Atlanta, GA	147	236.574	2
Augusta, GA	294	473.147	4.5
Charlotte, NC	392	630.863	5.9
Chattanooga, TN	148	238.183	2
Columbus, GA	180	289.682	3
Huntsville, AL	100	160.934	1.5
Jackson, MS	238	383.024	3.5
Knoxville, TN	257	413.601	4
Memphis, TN	243	391.071	3.75
Mobile, AL	258	415.211	4
Montgomery, AL	91	146.45	1.5
Nashville, TN	193	310.603	2.8
New Orleans, LA	344	553.614	5
Tallahassee, FL	303	487.631	5.3



# *Direct Flights*



Atlanta (ATL)  
Baltimore (BWI)  
Charlotte (CLT)  
Chicago (MDW & ORD)  
Dallas (DFW & DAL)  
Denver (DEN)  
Detroit (DTW)  
Houston (HOU & IAH)  
Las Vegas (LAS)  
Miami (MIA)  
New York (LGA)  
Orlando (MCO)  
Philadelphia (PHL)  
Tampa (TPA)  
Washington (DCA)

*Together Sheraton and Westin Birmingham with Birmingham-Jefferson Convention Center Complex offer:*



### **100+ DAILY FLIGHTS**

BIRMINGHAM-SHUTTLESWORTH  
INTERNATIONAL AIRPORT (BHM)

- LESS THAN 5 MILES FROM HOTEL



### **LARGEST HOTEL COMPLEX IN THE STATE**

SHERATON BIRMINGHAM –  
368 GUEST ROOMS, 12 SUITES

THE WESTIN BIRMINGHAM –  
287 GUEST ROOMS, 7 SUITES



### **WORLD CLASS DINING**

MULTIPLE JAMES BEARD CULINARY  
AWARD NOMINEES AND A  
BURGEONING BREWERY SCENE





2026 8/7/26 - 8/14/26	Rate	Fri 8/7	Sat 8/8	Sun 8/9	Mon 8/10	Tue 8/11	Wed 8/12	Thu 8/13	Total
Sheraton: Run of House	\$159	25	102	450	450	450	358	304	2,139
Sheraton Staff	\$127	10	10	10	10	10	10	10	70
Sheraton Jr Suite	\$159	12	12	12	12	12	12	12	84
Westin: Run of House	\$179	15	26	278	278	278	220	186	1,281
<b>Room Totals</b>		<b>62</b>	<b>150</b>	<b>750</b>	<b>750</b>	<b>750</b>	<b>600</b>	<b>512</b>	<b>3,574</b>

Hotel's room rates are subject to applicable state and local taxes (currently 17.5% + \$3.00 per room City Birmingham Tax) in effect at the time of check-out.

We are pleased to offer availability on a first option basis; however, we are not holding space and so this proposal is only valid until May 30, 2024. Rates and availability are subject to change until an agreement is in place and executed.



2027 8/6/27 - 8/13/27	Rate	Fri 8/6	Sat 8/7	Sun 8/8	Mon 8/9	Tue 8/10	Wed 8/11	Thu 8/12	Total
Sheraton: Run of House	\$164	25	102	450	450	450	358	304	2,139
Sheraton Staff	\$131	10	10	10	10	10	10	10	70
Sheraton Jr Suite	\$164	12	12	12	12	12	12	12	84
Westin: Run of House	\$184	15	26	278	278	278	220	186	1,281
<b>Room Totals</b>		<b>62</b>	<b>150</b>	<b>750</b>	<b>750</b>	<b>750</b>	<b>600</b>	<b>512</b>	<b>3,574</b>

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2028 8/4/28 - 8/11/28	Rate	Fri 8/4	Sat 8/5	Sun 8/6	Mon 8/7	Tue 8/8	Wed 8/9	Thu 8/10	Total
Sheraton: Run of House	\$169	25	102	450	450	450	358	304	2,139
Sheraton Staff	\$135	10	10	10	10	10	10	10	70
Sheraton Jr Suite	\$169	12	12	12	12	12	12	12	84
Westin: Run of House	\$189	15	26	278	278	278	220	186	1,281
<b>Room Totals</b>		<b>62</b>	<b>150</b>	<b>750</b>	<b>750</b>	<b>750</b>	<b>600</b>	<b>512</b>	<b>3,574</b>

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2029 7/27/29 - 8/3/29	Rate	Fri 7/27	Sat 7/28	Sun 7/29	Mon 7/30	Tue 7/31	Wed 8/1	Thu 8/2	Total
Sheraton: Run of House	\$174	25	102	450	450	450	358	304	2,139
Sheraton Staff	\$139	10	10	10	10	10	10	10	70
Sheraton Jr Suite	\$174	12	12	12	12	12	12	12	84
Westin: Run of House	\$194	15	26	278	278	278	220	186	1,281
<b>Room Totals</b>		<b>62</b>	<b>150</b>	<b>750</b>	<b>750</b>	<b>750</b>	<b>600</b>	<b>512</b>	<b>3,574</b>

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## Concessions

We are excited about the opportunity to host Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference and would like to extend the following incentives:

- 1 comp per 50 revenue producing room nights
- 2 comp Presidential Suites at Sheraton Fri - Fri
- 12 suite upgrades at Sheraton at Group Rate Sat - Fri
- 8 comp Hospitality Meeting Rooms to be used from Sat 11am - Fri 11am. Group can bring in their own F&B. Rooms are located on the floor with guestrooms.
- Comp wireless internet in guestrooms for Bonvoy Members, free to join
- Comp access to fitness center
- \$10 rebate back to group
- 75% attrition cumulative
- Comp pool access
- Unlimited local and toll-free calls
- 2 comp bottles of water and coffee in room



## Birmingham Complex Meetings

The Sheraton and Westin Birmingham are thoughtfully designed and thoroughly updated with direct access to the convention center complete with a large arena and two performing arts theaters.

- Endless options to maximize our event space with direct skyway connectivity to both properties and the Birmingham–Jefferson Convention Complex (BJCC)
- The largest venue is the Birmingham Ballroom, which seats 2,000 guests.
- We also offer an array of smaller meeting rooms, ideal for more intimate conferences and seminars.
- Guest rooms are spacious with chic furnishings and with expansive views.
- Post-meeting, you and your colleagues can explore the best of our area, all just steps from our front door.

With over 385,000 sq. feet of meeting space we know we can find the perfect fit for your group.

Complex Highlights





19TH STREET

11TH AVENUE NORTH

12TH AVENUE NORTH

21ST STREET

22ND STREET

23RD STREET

11TH AVENUE NORTH

24TH STREET

22ND STREET

23RD STREET

RICHARD ARRINGTON JR. BLVD NORTH

UPTOWN ENTERTAINMENT DISTRICT

9TH AVENUE NORTH

9TH AVENUE NORTH



BOUTWELL PARKING DECK

ONE WAY

23RD STREET

24TH STREET

LEGACY ARENA

BJCC  
BIRMINGHAM-JEFFERSON  
CONVENTION COMPLEX

SHERATON  
Birmingham Hotel

BIRMINGHAM BALLROOM

FORUM BUILDING

EAST MEETING ROOMS  
AND BALLROOM

ALABAMA  
SPORTS HALL OF  
FAME

EAST EXHIBITION  
HALL

CONCERT HALL

THEATRE

Protective  
STADIUM  
- COMING SOON -

THE WESTIN  
BIRMINGHAM

22ND STREET  
PARKING DECK

SEC  
HQ

9TH AVENUE  
PARKING

19TH ST  
PARKING

PIAZZA

11TH AVE  
PARKING

EAST PARKING GARAGE

CENTRAL  
TICKET  
OFFICE



## Rooms & Suites

The Birmingham Meetings Complex features 785 rooms with both hotels including 5 Presidential Suites, 4 executive suites with parlors, 13 junior suites, and a hospitality suite.

Our rooms are spacious with chic furnishings and expansive views making it a comfortable fit for either large or small groups.

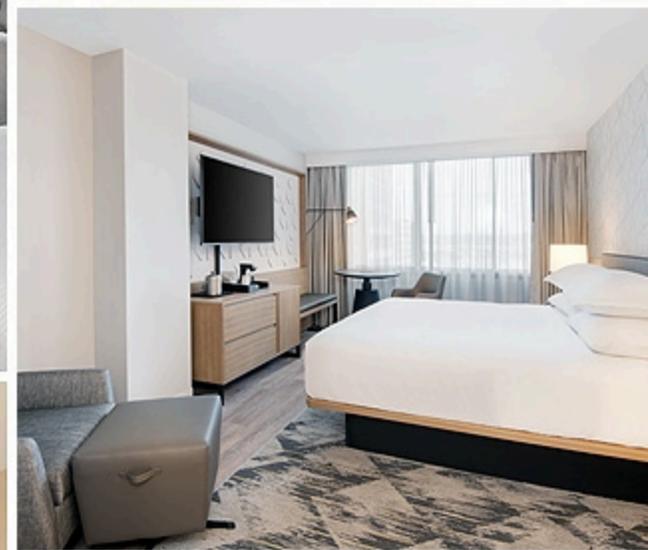
At the Sheraton with 481 guestrooms and 16 suites, your guests will stay connected and comfortable where our guest rooms feature Sheraton Signature Sleep Experience beds, with crisp sheets, plush blankets, and soft pillows.

The bathrooms are well equipped with modern fixtures and Shine for Sheraton™ Bath Amenities.

The Westin with 288 guestrooms and 7 suites will leave your guests feeling amazingly refreshed.

With our Westin Heavenly® Bed, High Speed Internet Access, and WestinWORKOUT® Rooms, we will help your guests stay fit, productive, and well-rested throughout their stay.

Whether it is run-of-house or the added incentive of our plentiful suite inventory, we can ensure that your attendees and Bonvoy™ members feel pampered and appreciated.



## Dining

From delicious appetizers to elegant multi-course meals, Birmingham Complex offers a range of superb dining options to please every guest.

Morretti's, the Lobby Lounge and Bar, and Casey's Sports Grill are favorite dining options available at the hotels.

Each of our on-site dining venues draw upon fresh local flavors and seasonal produce.

Your guests can start their day with a delicious and healthy buffet, Grab and Go during the day and in the evening allow our concierge to arrange for a private or semi-private dining experience.



## Activities

Down time for your attendees can be as simple as an impromptu break-out session around one of our signature gathering areas or simply take in all the action while meeting with colleagues in our lobby bar & lounge.

When Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference attendees are ready to explore, the excitement is all waiting for them just beyond our doors:

- Catch a concert, sports or an event at Legacy Area (0.8 miles)
- Explore the Birmingham Civil Rights Institute (1.3 miles)
- Entertainment at Topgolf (0.3 miles)
- Discover Railroad Park (1.8 miles) and Regions Field (1.9 miles)

Whatever the interest and activity level, your attendees will have plenty of options throughout their stay.



## Fitness

The Birmingham Sheraton & Westin is committed to helping your guests maintain their fitness routines while on the road. Our **Sheraton Fitness Center** and **WestinWORKOUT® Fitness Studio** will fuel fast and focused workouts, delivering maximum results in minimum time.

Your guests will have complimentary (24/7) access to the both state-of-the-art facilities featuring top-of-the-line exercise equipment.

The Westin has a seasonal heated outdoor pool with pool deck and city views.



## Transportation

Birmingham-Shuttlesworth International Airport (BHM) is Alabama's largest airport, serving Birmingham and the surrounding region. Our complex is less than 10 mins from the airport.

The airport has 100 flights daily with direct routes to Atlanta, Baltimore, Charlotte, Dallas, Denver, Detroit, Houston, Las Vegas, Miami, New York, Orlando, Philadelphia, Tampa and Washington

Our central location also provides easy driving access from Atlanta (2 hours / 147 miles), Nashville (2.8 hours/193 miles), Memphis (3.75 hours/243 miles) and New Orleans (5 hours / 344 miles).

On-site parking: \$28 daily

Valet parking: \$38 daily



## Birmingham-Jefferson Convention Complex (BJCC)

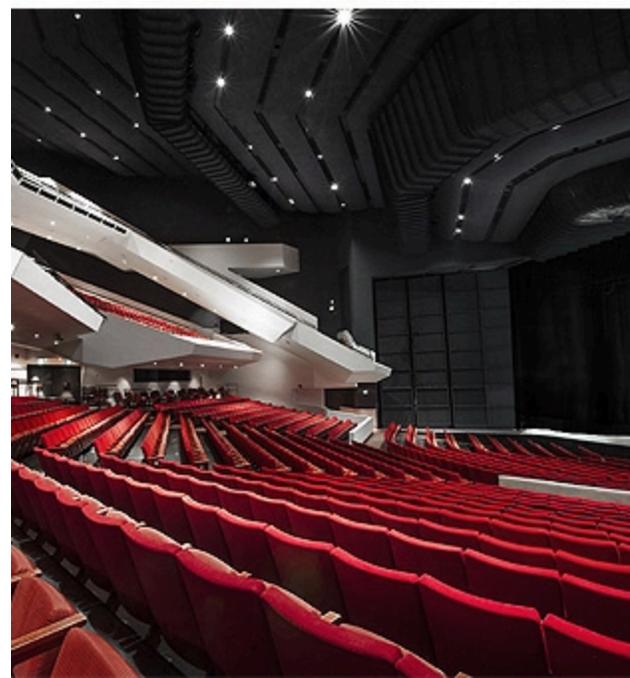
Located steps from The Westin Birmingham and positioned in the heart of the city, the Birmingham- Jefferson Convention Complex (BJCC) is the area's premier events destination.

Showcasing modern meeting facilities and over 385,000 square feet of venue space, the BJCC is the ideal location for any Birmingham event, including conventions, trade shows and business meetings.

### Meetings & Events at BJCC

One of the most compelling features of the BJCC is that it encompasses an array of components in one complex, boasting the following features:

- 220,00 square feet of space in the Exhibition Hall
- 100,000 square feet in 74 meeting rooms
- A 19,000 seat Arena A 3,000 seat Concert Hall
- A 1,000 seat Theater Complete
- in-house catering service
- Alabama Sports Hall of Fame
- On-site covered and valet parking



## Large Venues



### Sheraton Birmingham

Over 385,000 square feet of meeting room space between 66 meeting rooms and breakout spaces, ideal for conferences and events of nearly any size. Take advantage of a direct connection to the BJCC. Largest Room 94,266 SQFT | 2000 Capacity | 66 Meeting Rooms



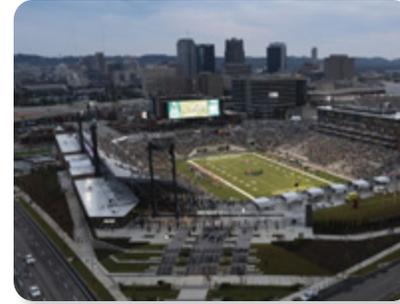
### The Westin Birmingham

Offers 31 venues of more 58,000 square feet of space with direct access to the BJCC and the Sheraton Birmingham. The Westin Ballroom accommodates 360 meeting in a theater configuration. Largest Room 7,280 SQFT | 360 Capacity | 20 Meeting Rooms



### Legacy Arena

The arena is ten-stories, 18,000 capacity and home to a wide range of well know musicians and events. Bookable for private events Legacy Arena Holds 18,000 for sporting events, 19,000 for concerts and 8,000 in a theater setting.



### Protective Stadium

Host your event at the same location as the Birmingham Bowl and the World Games. Protective Stadium is a 45,000-capacity multi-use, open-air stadium and host large concerts, private events and a variety of sporting events. It is an ideal venue to host kick off and closing events or VIP experiences.



### Uptown Block Party

Located just outside Protective Stadium and the BJCC The 11,569 SQFT outdoor pavillion is the perfect flexible space to host pre-game client events, kickoff and closing parties, team building activities and corporate gatherings.



### City Walk

The 31 acre 10 block offers 10 unique outdoor spaces that will accommodate a variety of events. Spaces include sports facilities, an outdoor theater and classroom and a variety of open flexible spaces. An ideal outdoor venue for kick off and closing parties, receptions, and team building.

## Unique Spaces



### Alabama Sports Hall of Fame

Three-story 33,000 square-foot museum. The W. Edgar Welden Board Room and Bryant-Jordan Theater for perfect for smaller intimate gatherings.

**Capacity** | 300 for reception or 64 seated dinner.

**Ideal for:** Meetings, receptions, banquets or celebration's.



### Southern Kitchen Roof Top

One of Birmingham's premier bar & restaurants with unique combination of southern delicacies and stimulating nightlife.

**Capacity** | Up to 700 people

**Ideal for:** Multi-functional space, corporate functions, charity events, receptions, birthday parties, anniversary parties, engagement parties, trade show and networking events



### Top Golf

High-tech, climate-controlled hitting bays for year-round comfort, versatile spaces, a delicious menus.

**Capacity** | 5 Event Spaces | 178 guests on roof top Terrace | Full buyout up to 1,200 guests

**Ideal for:** Holiday Parties, company events, multi-location events, team building



### Uptown Roof Top

Great outdoor event space that offers unmatched aerial views of Protective Stadium.

**Capacity** | Up to 300 people

**Ideal for:** Multi-functional space, corporate functions, charity events, receptions, birthday parties, anniversary parties, engagement parties, trade show and networking events



### Cantina Roof Top

Unique blend of Mexico and Fresh-Mex expressed through fresh ingredients. Expressive twists on traditional favorites.

**Capacity** | Up to 700 people

**Ideal for:** Multi-functional space, corporate function's, charity events, receptions, birthday parties, anniversary parties, engagement parties, trade show and networking events.

## Meeting Resources

- Keep your guests focused with delicious catering, ranging from coffee breaks to sit-down meals.
- Make use of state-of-the-art meeting amenities, including audiovisual services and high-speed Wi-Fi
- Our talented conference services team can craft team building events and unique arrivals for groups.
- Modern business center makes it easy to address unexpected or last-minute event details



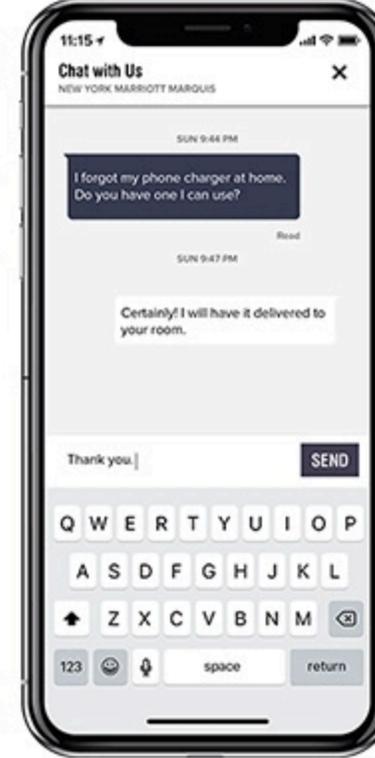
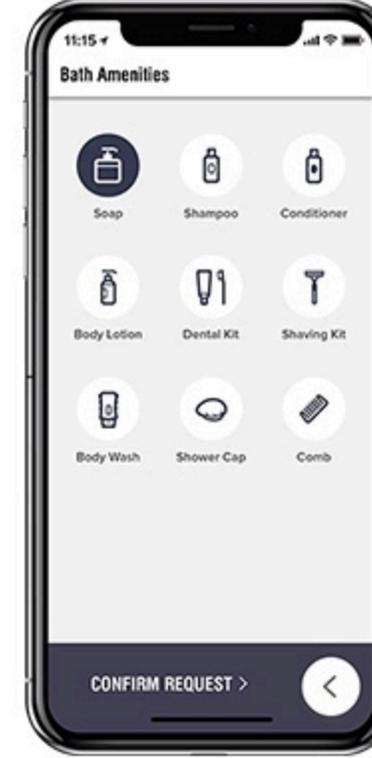
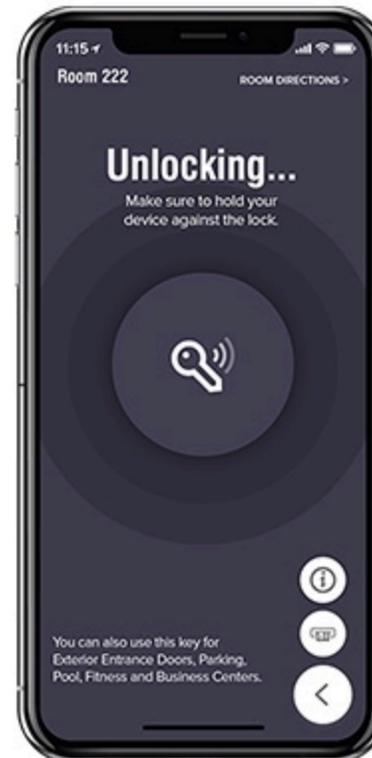
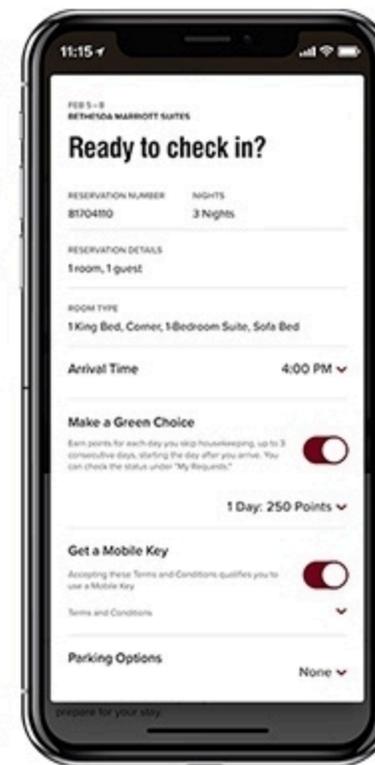
## Attendee Reservations

To add convenience, efficiency and accessibility at a touch of a finger we can provide you with unique complimentary tools to assist with booking, managing and executing you and your travelers' needs.

**Mobile Check-In & Mobile Key** - Guests can check in before their stay, receive instant alerts when their room is ready and check out by skipping the front desk. Additional any iOS user can use their mobile phone as a secured room key.

**PassKey** - No matter the size of the event, Passkey makes it easy to manage your room blocks and hotel bookings online saving you time and money.

**Reslink Direct** - We'll provide you with a customized interactive reservation link to help make your planning process hassle free and time saving for you and your attendees. You will easily promote and communicate about your meetings and events because the link allows you to share hotel details, rate information and more. Your attendees can easily book their group room reservation at your specially negotiated rate.



## Audio Visual

Your program will have access to the range of event technology services, designed and managed to meet and exceed your expectations to make your event unforgettable.

The Birmingham Sheraton & Westin is pleased to provide in-house audio visual services in partnership with Encore Presentation Services.

Although outside vendors are allowed, we ask that you give us the opportunity to place a competitive bid for all of your audio-visual needs.

[Encore Contact Info](#)



## Loyalty Program

Make the most of meetings and events with **Marriott Bonvoy™ Events**.

Work with skilled professionals and state-of-the-art technologies that ensure your events' success. Earn Marriott Bonvoy™ points for eligible meetings and events you plan at any of our participating brands' hotels and resorts.\*

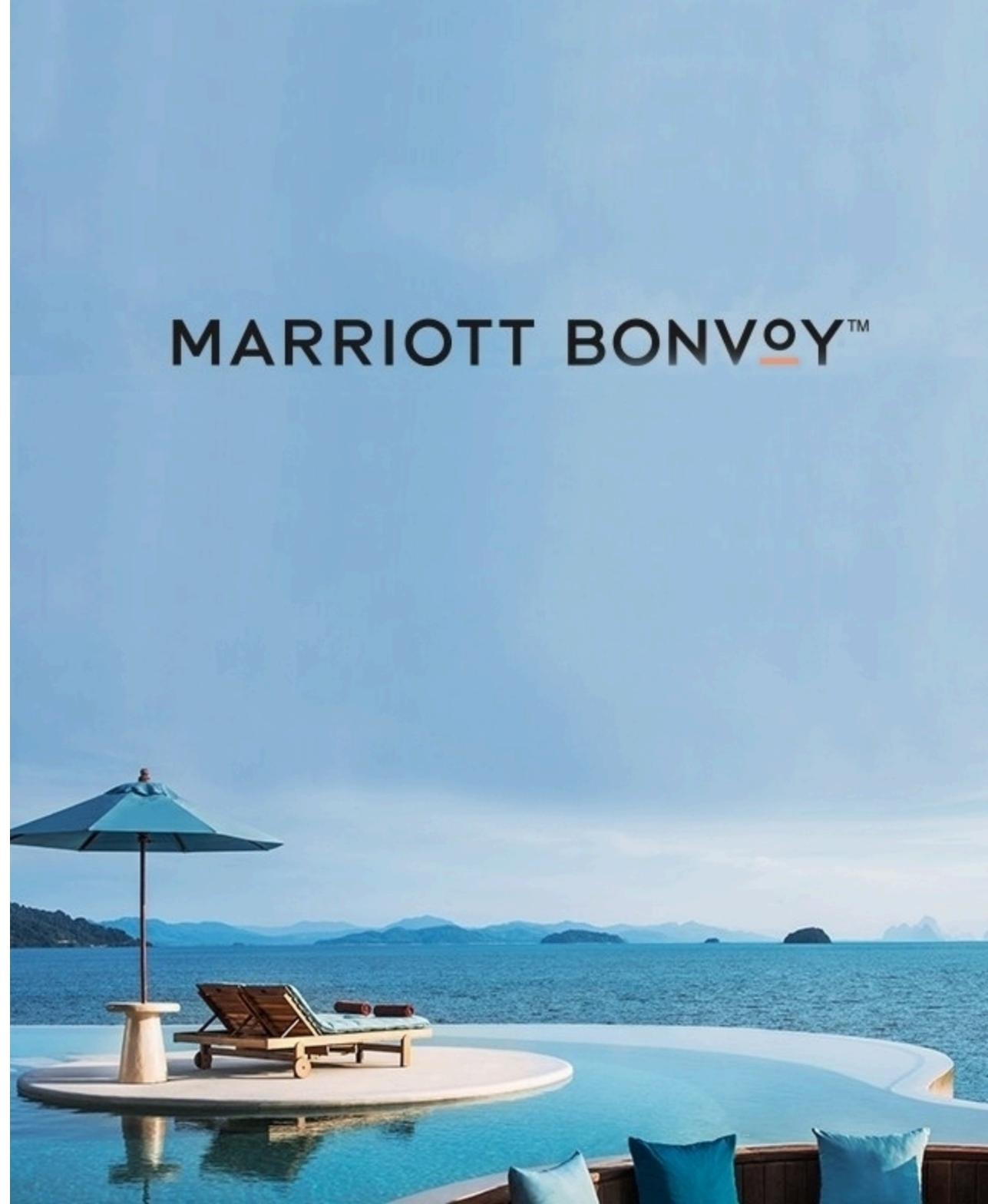
**Earn More** - Book 10 rooms or more for at least one night or a catered-only event, such as a meeting, reception, banquet, wedding or reunion, and you'll earn 2 points for every US\$1 spent on all eligible charges, including rooms, food and beverage, and more.

**Elite Status** - Earn more as you achieve Elite status. For each qualifying event, most Marriott Bonvoy Members can earn up to 60,000 points (2 points per US\$1), while Marriott Bonvoy Titanium Elite and Ambassador Elite members can earn up to 105,000 points per qualifying event.

**Get Ready to Redeem** - Discover the endless possibilities with Marriott Bonvoy. We have many ways for you to redeem your points, including Once-in-a-lifetime experiences from Marriott Bonvoy Moments.

The Marriott Bonvoy logo is displayed in a large, bold, black sans-serif font. The word "MARRIOTT" is in all caps, followed by "BONVOY" in all caps with a small orange circle above the 'O'. A trademark symbol (TM) is located to the right of the word "BONVOY".

MARRIOTT BONVOY™



# Planning Your Event

John,

We appreciate the opportunity to host Enlisted Association of the National Guard EANGUS 2026 - 2029 National Conference. Our dedicated team will stay focused on your needs and do everything possible to meet and exceed expectations.

Myself and our event team are confident we are the perfect match and are excited to work together to create a spectacular event.

If there is more information we can provide to guide you in the process, please let us know.

Sincerely,  
Sallie Hallmark



Senior Sales Executive  
205-517-9163  
sallie.hallmark@marriott.com

