



HOTEL INFORMATION

Lancaster Marriott at Penn Square
Lancaster, PA
OCTOBER 20 - 24, 2025

ROOM RATE: \$169/NIGHT + APPLICABLE TAXES
(INCLUDES PARKING)
BOOK BY SEPTEMBER 29TH, 2025 FOR GROUP RATE

 **BOOK NOW**

WHY IS IT IMPORTANT TO BOOK IN THE BLOCK? NEAFS HAS SECURED A ROOM BLOCK AND IS PROVIDING DISCOUNTED RATES TO NEAFS 2023 ATTENDEES BASED ON A GUARANTEED PERCENTAGE OF ATTENDEES STAYING IN THE OFFICIAL CONFERENCE HOTEL. BOOKING A HOTEL ROOM OUTSIDE OF NEAFS'S BLOCK IMPACTS NEAFS MEETING SPACE, DATES AND RATES IN FUTURE YEARS. GUARANTEEING ROOM BLOCKS GIVES ASSOCIATIONS THE OPPORTUNITY TO NEGOTIATE CONCESSIONS, SUCH AS BETTER ROOM RATES, FREE INTERNET, LESS EXPENSIVE FOOD AND BEVERAGE, NUMBER OF MEETING ROOMS, AFFILIATE MEETING SPACE, GYM ACCESS, ETC. HOUSING IS A KEY COMPONENT IN HOW THIS LEVERAGE IS MEASURED, AND BOOKING OUTSIDE OF THE CONTRACTED BLOCK DECREASES NEAFS'S NEGOTIATING POWER—ULTIMATELY MAKING THE MEETING MORE EXPENSIVE AND FORCING FUTURE REGISTRATION AND HOTEL PRICES TO INCREASE! WE KNOW NONE OF US WANTS TO SEE HIGHER ATTENDANCE COSTS.