



# 2017 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

**EXCLUSIVELY FOR OHLA ALLIED MEMBERS**

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**MAXIMIZE YOUR REACH AND IMPACT TO ONE OF OHIO'S LARGEST INDUSTRIES**



# SPONSORSHIP OPPORTUNITIES AND PREMIER PARTNERSHIP MINIMUMS

## 2017 PREMIER PARTNERSHIP\* BENEFITS:

Your logo linked to your website on the OHLA website  
• Once a year direct marketing email from OHLA • Advanced planning for your budget • Gain more visibility to over 500 lodging properties • Prime booth location at the OHLA Annual Conference • Individual full page promotional piece in OHLA New member Kits and logo in OHLA Prospective member Kits

Premier Partnership*	Minimum	Actual
Allied Membership	\$500	\$ _____
Lodging Council Meetings	\$500 or 2@ \$250	\$ _____
Columbus, Cleveland, Cincinnati, Dayton Luncheons	\$700 or 2@ \$350	\$ _____
Akron/Cleveland COMBO Breakfast, Cincinnati Breakfast	\$750 or 2@ \$375	\$ _____
Columbus Industry Reception	\$900 or 2@ \$450	\$ _____
Akron, Cincinnati, Dayton, NW Ohio Industry Receptions	\$700 or 2@ \$350	\$ _____
Member Mixers	4@ \$250 Each	\$ _____
Stars of The Industry Sponsorships in Dayton, Cincinnati, Cleveland, Columbus	\$300 - \$1,000	\$ _____
Women in Lodging Programs/Events	\$150 - \$250	\$ _____
Young Professional Events	\$150 - \$250	\$ _____
OHLA Board of Trustees Meeting Sponsorship	\$600 - \$1,200	\$ _____
Annual Conference & Gala Sponsorship**	\$500 - \$5,000+	\$ _____
Scholarship/Education Training Fund	\$100+	\$ _____
Government Affairs Update Sponsorship	\$2,000 or 2@ \$1,000	\$ _____
Printed/Online Allied Directory Fees	\$1,250 - \$2,000	\$ _____
Monthly eNewsletter	\$600 - \$1,750	\$ _____
Top Banner - \$1,750; Logo Advertiser - \$1,250	\$1,250 - \$1,750	\$ _____
Bottom Banner Ad	4@ \$600 - Per Qtr	\$ _____
ULO Monthly eNewsletter - 1 Per Qtr	4@ \$500 - Per Qtr	\$ _____
Weekly Blog Posts Email	6@ \$200 - Bi-monthly	\$ _____
<b>Minimum Total Commitment</b>	<b>\$5,000</b>	<b>\$ _____</b>

\*All OHLA Premier Partners must be approved by the OHLA Board of Trustees \*\*Must attend the Annual Conference

**THANK YOU FOR PARTNERING WITH THE OHIO HOTEL & LODGING ASSOCIATION**

## PLEASE USE THIS AGREEMENT AND METHOD OF PAYMENT FORM FOR ALL SPONSORSHIPS

**We the undersigned do hereby agree to the following:**

Contact Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

### METHOD OF PAYMENT

Check for \$ \_\_\_\_\_ enclosed. (Make check payable to: Ohio Hotel & Lodging Association)

Charge \$ \_\_\_\_\_ to my ☐ American Express ☐ VISA ☐ MasterCard ☐ Discover

Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_ CID: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

FOR OFFICE USE ONLY: Date Received: \_\_\_\_\_ Payment INV# \_\_\_\_\_ Staff Initials: \_\_\_\_\_

1. Decide your sponsorship budget for 2017, considering the type of exposure you want and your audiences. 2. Contact Cindy Sams, OHLA Director of Operations, cindy@ohla.org 614.461.6462, x2 to discuss the best mix of events for your budget and target regions of Ohio. 3. Sponsorships and Advertising Opportunities are on a first come, first served basis, and may be subject to a first right of refusal. These opportunities and events are subject to change based on demand and OHLA member needs. Please check the OHLA website or call for the latest and most accurate availability. 4. A contract will be drawn up once you have determined your choices with OHLA. This will be sent to you, with an invoice for payment. We can send one invoice for all your activity in 2017 or separate.

## GOVERNMENT AFFAIRS UPDATE

This update is available in the monthly eNewsletter sent to over 1,700 hoteliers and can also be found online in our Government Affairs section of our website. This monthly report is also hand-delivered to hundreds of hoteliers at our statewide local lodging council meetings.

**SOLD \$1,000 6 months** **SOLD \$1,000 6 Months**

**Ask about additional Public Affairs sponsorship opportunities.**



## ALLIED MEMBER DIRECTORY

Get noticed with an advertisement in the 2017-18 online Allied Directory and the 2017-18 OHLA printed Allied Directory. The directory is the go-to resource for over 450 of OHLA's member hoteliers and other Allied Partners. The online directory is accessible 24/7 on OHLA's website [www.OhioLodging.com](http://www.OhioLodging.com). The 2017-18 OHLA printed Allied Directory

is distributed to members at the beginning of our membership year in July, as well as at Local Lodging Council Meetings in 2017 and 2018.

- ☐ \$2,000 Full Page Ad - Front-inside cover
- ☐ \$1,500 Full Page Ad - Back-inside cover
- ☐ \$1,250 Half Page Ad (multiples)

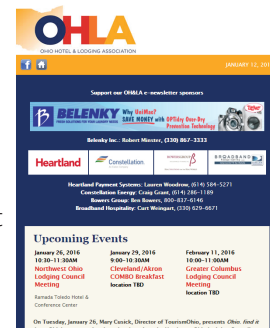
## ULO MONTHLY eNEWSLETTER

Target Ohio's independent B&B's, inns and other lodging properties through this UNIQUE opportunity. Advertise in the Unique Lodging of Ohio (ULO) update. The member update includes member spotlight, education and marketing opportunities, industry articles and more. This is distributed monthly to over 100 innkeepers, proprietors and managers. 4 Quarterly - \$500 Each

- ☐ 1st Quarter - \$500
- ☐ 2nd Quarter - \$500
- ☐ 3rd Quarter - \$500
- ☐ 4th Quarter - \$500

## OHLA MONTHLY eNEWSLETTER

Drive hoteliers to your business by advertising in the OHLA eNewsletter. This expanded monthly electronic publication educates hoteliers and management company executives about the hospitality industry, and the many benefits that Allied businesses have to offer. The eNewsletter is an effective click-marketing tool to connect decision-makers in Ohio's hospitality industry—just a click away from ordering your product or service! As the value of this informative eNewsletter has increased with more industry articles and quick resources, we have expanded the opportunities for you to be seen. One Top Banner Ad; Four Logo Ads and NEW in 2017, the Bottom Banner Ad per Quarter.



**SOLD Top Banner Advertisement \$1,750 for 12 months**

- ☐ 12 Month Logo Advertiser \$1,250 for 12 months  
Four total participants

**NEW AD offer - Bottom Banner Sponsorship per Quarter** Have your AD shown for a 3-month period; Choose your Quarter.

- ☐ 1st Quarter - \$600
- SOLD** 2nd Quarter - \$600
- ☐ 3rd Quarter - \$600
- ☐ 4th Quarter - \$600

## BLOG PROMOTION

**NEW!** In June we launched InnLove—our Director of Membership, Halle's, travel blog. This highly followed blog is distributed through email to over 2,000 contacts each week. This is your chance to exclusively sponsor the weekly blog post intro which is distributed to member and non-member OHLA contacts every week. Weekly event with 6-Bi-monthly opportunities - \$200 Each



- SOLD** 1st \$200
- ☐ 2nd \$200
- ☐ 3rd \$200
- ☐ 4th \$200
- ☐ 5th \$200
- ☐ 6th \$200

## SPONSORSHIP PACKAGES FOR OHLA ALLIED PARTNERS

Sponsorships will be assigned on a first come first served basis, with some having a first right of refusal. Full payment must accompany your completed application. Please contact OHLA, Cindy Sams at [cindy@ohla.org](mailto:cindy@ohla.org) or 614-461-6462 if you wish to inquire about the items offered in this brochure or have other sponsorship ideas.



## ANNUAL CONFERENCE

The Ohio Hotel & Lodging Association offers its members an annual gathering of networking, education and celebration, including a Tradeshow for you, our Allied Member or prospective member. The Annual Conference is the industry's largest gathering of hotel professionals in the state of Ohio. As the trade association for the lodging industry in Ohio, we pride ourselves on delivering a day of beneficial networking and engagement with your peers.



### ALLIED MEMBER OPPORTUNITIES:

- Exhibit at the Tradeshow
- Sponsor an activity/service to increase visibility
- Give to the Silent Auction to help support hospitality education for hotel employees
- Visit with Owners, General Managers, Developers, Management Company Executives, and Key Department Managers
- Promote your business' products and service, while you build relationships



Exhibitor Registration will be online and sent 2nd Quarter of 2017. Exhibitor tables and booths available.

### 2017 CONFERENCE PROGRAM

A resource for conference and beyond. Includes industry facts and figures for the current year.

### AD SALES - CONFERENCE PROGRAM

- SOLD** Inside front cover - \$1,000
- ☐ Inside back cover - \$1,000
- ☐ Half page ad - \$500      ☐ Half page - \$500
- ☐ Quarter page ad - \$350      ☐ Quarter page - \$350



# ALLIED OPPORTUNITIES AT THE ANNUAL CONFERENCE

## 2017 ANNUAL CONFERENCE

**Reserve your Sponsorship by August 1** – Registration Brochure mailing will include your logo if received by August 1, 2017. All remaining sponsorship opportunities are due to be selected by September 1, 2017. Plan now to Sponsor! Please contact Cindy Sams, cindy@ohla.org or (614) 461-6462, ext. 2, for more information.

PLEASE USE THE AGREEMENT AND METHOD OF PAYMENT FORM ON PAGE 2.

### SPONSORSHIP OPPORTUNITIES

#### \$4,000

Four Full Registrations to the Annual Conference, speaking opportunity at Dinner Gala, Reserved Table, Advertisement spot in Conference Program, Exhibitor booth, signage at Dinner Gala

**SOLD Stars of the Industry Dinner Gala Sponsor**

#### \$3,000

Four Full Registrations to the Annual Conference, speaking opportunity at Conference Luncheon, Reserved Table, Exhibitor booth, signage at Event, listed in the Conference Program *\*Education Sponsor – option to provide speaker for conference education session*

- ☐ Luncheon Sponsor
- ☐ Education Sponsor
- ☐ Education Sponsor

#### \$2,500

Three Full Registrations to the Annual Conference, speaking opportunity at Dinner Gala, Exhibitor booth, signage at Event, listed in the Conference Program

- ☐ Conference Supporter & Entertainment Sponsor
- ☐ Stars of the Industry Awards Sponsor

#### \$2,000

Two Full Registrations to the Annual Conference, listed in the Conference Program, Exhibitor booth, signage at Event

**SOLD Opening Session Sponsor**

#### \$1,000

Two Full Registrations to the Annual Conference, listing in the Conference Program, Exhibitor booth, signage at Event *\*If a sponsor of a reception or session, opportunity to speak*

- ☐ AV Sponsor
- ☐ Registration Desk Sponsor

**SOLD Owner/Management Event Sponsor**

**SOLD Morning Coffee Break Sponsor**

- ☐ Afternoon Break Sponsor
- ☐ Cocktail Hour Sponsor
- ☐ Wi-Fi Sponsor
- ☐ Conference Bags Sponsor
- ☐ Lanyards and Name Badges Sponsor
- ☐ Silent Auction Sponsor
- ☐ Unique Lodging of Ohio Social Sponsor
- ☐ New Member Reception Sponsor

#### \$500

One Registration to the Annual Conference, listing in the Conference Program, signage at Event *\*If a sponsor of a reception or session, opportunity to speak*

- ☐ Unique Lodging of Ohio Session Sponsor
- ☐ Conference Activity

# REGIONAL STARS OF THE INDUSTRY LUNCHEONS



The Stars of the Industry Awards remain a high priority for many of our hoteliers each year. They notice the hard work and dedication of key employees at their properties all year long and look forward to this opportunity to recognize outstanding service.

The Ohio Hotel & Lodging Association strives to recognize the great accomplishments of Ohio's hospitality industry professionals. Local winners are automatically entered as finalists into the Ohio Stars of the Industry Awards, held during the OHLA Annual Conference and Gala in November (see Page 4) Please consider supporting these events, all around the state or in your region. Luncheons will be held in Cleveland, Columbus and Dayton in late August. Please plan to attend or send a representative.

**Cincinnati LC Luncheon with Stars Recognition — August 31, 2017**

**Deadline for sponsorships is Friday, June 30, 2017. Choose an offer that works for your company's reach.**

## DAYTON STARS OF THE INDUSTRY LUNCHEON ★ AUGUST 22, 2017

### FIVE STAR SPONSOR ★★★★★ \$1,000

- ☐ **KEYNOTE SPEAKER SPONSOR**  
4 complimentary registrations • 10 minutes to speak • Online recognition • Signage at event • Vendor table

### FOUR STAR SPONSOR ★★★★★ \$550

- ☐ **RECEPTION SPONSOR**  
3 complimentary registrations • Give away with your logo at event • Online recognition • Signage at event • Vendor table

- ☐ **LUNCHEON SPONSOR**  
3 complimentary registrations • Handout on the luncheon tables • Online recognition • Signage at event • Vendor table

- ☐ **NAME BADGE SPONSOR**  
3 complimentary registrations • Your logo on name badges • Online recognition • Signage at event • Vendor table

### THREE STAR SPONSOR ★★★ \$300

- ☐ **REGISTRATION SPONSOR**  
2 complimentary registrations • You help greet attendees at the registration desk • Online recognition • Signage at event

- ☐ **PRIZE WHEEL SPONSOR**  
2 complimentary registrations • You spin the wheel! • Online recognition • Signage at event

- ☐ **STAR AWARD SPONSOR**  
2 complimentary registrations • Event Ambassador • Online recognition • Signage at event

## CLEVELAND STARS OF THE INDUSTRY LUNCHEON ★ AUGUST 24, 2017

### FIVE STAR SPONSOR ★★★★★ \$1,000

- SOLD** ☐ **KEYNOTE SPEAKER SPONSOR**  
4 complimentary registrations • 10 minutes to speak • Verbal recognition • Signage at event • Vendor table

### FOUR STAR SPONSOR ★★★★★ \$550

- SOLD** ☐ **RECEPTION SPONSOR**  
3 complimentary registrations • Give away with your logo at event • Verbal recognition • Signage at event • Vendor table

- ☐ **LUNCHEON SPONSOR**  
3 complimentary registrations • Handout on the luncheon tables • Verbal recognition • Signage at event • Vendor table

- SOLD** ☐ **NAME BADGE SPONSOR**  
3 complimentary registrations • Your logo on name badges • Verbal recognition • Signage at event • Vendor table

### THREE STAR SPONSOR ★★★ \$300

- ☐ **REGISTRATION SPONSOR**  
2 complimentary registrations • You help greet attendees at the registration desk • Verbal recognition • Signage at event

- ☐ **PRIZE WHEEL SPONSOR**  
2 complimentary registrations • Verbal recognition • Signage at event

- SOLD** ☐ **STAR AWARD SPONSOR**  
2 complimentary registrations • Verbal recognition • Signage at event

**PLEASE USE THE AGREEMENT AND METHOD OF PAYMENT FORM ON PAGE 2.**



# REGIONAL STARS OF THE INDUSTRY LUNCHEONS



## COLUMBUS STARS OF THE INDUSTRY LUNCHEON ★ AUGUST 29, 2017

### FIVE STAR SPONSOR ★★★★★ \$1,000

#### ☐ KEYNOTE SPEAKER SPONSOR

4 complimentary registrations • 10 minutes to speak • Verbal recognition • Signage at event • Vendor table

### FOUR STAR SPONSOR ★★★★★ \$550

#### ☐ RECEPTION SPONSOR

3 complimentary registrations • Give away with your logo at event • Verbal recognition • Signage at event • Vendor table

#### ☐ LUNCHEON SPONSOR

3 complimentary registrations • Handout on the luncheon tables • Verbal recognition • Signage at event • Vendor table

### **SOLD** NAME BADGE SPONSOR

3 complimentary registrations • Your logo on name badges • Verbal recognition • Signage at event • Vendor table

### THREE STAR SPONSOR ★★★ \$300

#### ☐ REGISTRATION SPONSOR

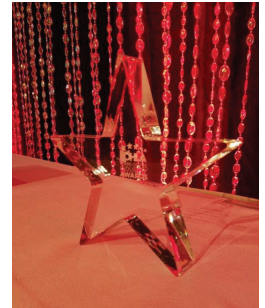
2 complimentary registrations • You help greet attendees at the registration desk • Verbal recognition • Signage at event

#### ☐ PRIZE WHEEL SPONSOR

2 complimentary registrations • Verbal recognition • Signage at event

### **SOLD** STAR AWARD SPONSOR

2 complimentary registrations • Verbal recognition • Signage at event



PLEASE USE THE AGREEMENT AND METHOD OF PAYMENT FORM ON PAGE 2.

The various OHLA Local Lodging Councils meet several times throughout the year. These regional meetings cover local and statewide topics as well as industry trends for members and prospective member guests of OHLA. These meetings provide opportunities to meet with various Department Managers, General Managers and other decision-makers throughout the state. Speakers at these events draw hoteliers and other Allied Members.

The Industry Receptions (formerly GM Receptions) serve as a benefit for all OHLA Members and prospective members to meet and build relationships in specific regions as well as network with other Allied Partners. Take this opportunity to discuss industry trends and build business relationships in the late afternoon.

Local Lodging Council Breakfasts and Luncheons allow for more NETWORKING time!

Sponsoring a Local Lodging Council Meeting is a great way to target business in different regions of the state.



Sponsorship includes:

- Promotional recognition in all pre-event notices, registrations, and emails
- On-site promotion with your handouts and the opportunity for welcoming remarks
- A list of member attendees for post-event reference (upon request)

Please plan to attend or send a representative.

## REGIONAL MEETING SPONSORSHIPS:

### GREATER AKRON INDUSTRY RECEPTION: April 6, 2017

**SOLD** Half \$350

**SOLD** Half \$350

### ONE HOUR MEETING: September 21, 2017

**SOLD** Half \$250

☐ Half \$250

### GREATER CINCINNATI BREAKFAST: March 2, 2017

☐ Half \$350

☐ Half \$350

### INDUSTRY MIXER: June 21, 2017 (Exclusive to sponsors)

**SOLD** Quarter \$250

**SOLD** Quarter \$250

**SOLD** Quarter \$250

☐ Quarter \$250

### LUNCHEON: (CINCINNATI STARS RECOGNITION) August 31, 2017

**SOLD** Half \$350

**SOLD** Half \$350

### GREATER CLEVELAND ONE HOUR MEETING: April 7, 2017

**SOLD** Half \$250

☐ Half \$250

### INDUSTRY MIXER: September 22, 2017

**SOLD** Quarter \$250

**SOLD** Quarter \$250

**SOLD** Quarter \$250

**SOLD** Quarter \$250

### GREATER AKRON/CLEVELAND BREAKFAST: February 24, 2017

**SOLD** Half \$375

**SOLD** Half \$375

### GREATER COLUMBUS ONE HOUR MEETING: February 10, 2017

☐ Half \$250

☐ Half \$250

### LUNCHEON: June 16, 2017

☐ Half \$350

☐ Half \$350

### INDUSTRY RECEPTION: December 12, 2017

☐ Half \$450

☐ Half \$450

### GREATER DAYTON LUNCHEON: June 22, 2017

☐ Half \$350

☐ Half \$350

### INDUSTRY RECEPTION: October 24, 2017

☐ Half \$350

☐ Half \$350

### INDUSTRY MIXER: (Exclusive to sponsors) February 2, 2017

**SOLD** Quarter \$250

**SOLD** Quarter \$250

**SOLD** Quarter \$250

**SOLD** Quarter \$250

### NORTHWEST OHIO ONE HOUR MEETING: January 17, 2017

☐ Half \$250

☐ Half \$250

### ONE HOUR MEETING: MAY 23, 2017

☐ Half \$250

☐ Half \$250

### INDUSTRY RECEPTION: September 26, 2017

☐ Half \$350

☐ Half \$350

PLEASE USE THE AGREEMENT AND METHOD OF PAYMENT FORM ON PAGE 2.



# 2017 WOMEN IN LODGING AND UNDER 30/YOUNG PROFESSIONALS



The Ohio Chapter of Women in Lodging (WIL) CONNECT is on the move. Our leadership programming is growing, as is our membership in OHLA WIL. Female managers at several levels and from various departments attend these events and take away knowledge to assist in their career growth. Be a part of this important sector of our member education.

## WOMEN IN LODGING MULTI-CITY EVENTS “MASTERING NUMBERS” (FINANCES)

Mastering Numbers Experts will be secured regionally to give an eye-opening view of the lodging industry’s financial world. Our female hospitality leaders are eager to learn more at all levels to promote successful bottom lines. **Benefits:** \$150 – Logo on all pre-event promotions; AND One spot at the leaders’ tables; handouts at event. \$250 – Logo on all pre-event promotions; handouts at event; Vendor table; AND Welcome Message.

**COLUMBUS** ☐ \$150 ☐ \$250  
May 2, 2017

**AKRON/CANTON** ☐ \$150 ☐ \$250  
May 18, 2017

**CINCINNATI/DAYTON** ☐ \$150 ☐ \$250  
June 6, 2017

**CLEVELAND** ☐ \$150 ☐ \$250  
June 8, 2017

## UNDER 30 & EMERGING PROFESSIONALS SPONSORSHIPS AVAILABLE:

**CLEVELAND EVENT** ☐ \$150  
**Speaking Opportunity** ☐ \$250

## NEW EVENTS!

### SPEED NETWORKING

February 9, 2017

Kick-off to Valentine’s Day Weekend. Program 5:00-7:00 pm; **SPEED NETWORKING will be held 5:30-6:30 pm**, with a Reception following until 7:00 pm. **Benefits:** \$150 – Vendor table at event; logo on all pre-event promotions. \$250 – Vendor table at event; logo on all pre-event promotions; AND One spot at the leaders’ tables.

### SPONSORSHIPS AVAILABLE:

**SOLD** \$150 ☐ \$250

*Attendance exclusive to Allied Member Sponsors*

### ALLIED INDUSTRY INSIGHTS EVENT

April 26, 2017 • 8:30-11:30 am

OHLA wants to bring ALL ALLIED MEMBERS TOGETHER. This inaugural event is an opportunity for our Allied Partners to immerse themselves in the hospitality industry to make 2017 the best year yet. The program will focus on understanding industry make-up, needs and resources. This will also be an opportunity to learn more about best practices for Allied Members from OHLA and each other.

### SPONSORSHIPS AVAILABLE:

**SOLD** \$150 **SOLD** \$250

### PROSPECTIVE & NEW MEMBERSHIP MIXERS

3-6 pm – dates to be announced throughout the year

**SOLD** \$250 **SOLD** \$250 ☐ \$250 ☐ \$250

*Attendance exclusive to Allied Member Sponsors*

PLEASE USE THE AGREEMENT AND METHOD OF PAYMENT FORM ON PAGE 2.

Present in front of the Ohio Hotel & Lodging Association Board of Trustees in a meeting setting. Have their attention and provide your value proposition for all OHLA members. Get to know Ohio's top lodging industry executives from a wide variety of sectors including Management Companies, Ownership Groups, Unique Lodging, Allied Member Representatives and Local Lodging Council Chairpersons.

- Promotional recognition in all pre-event notifications, registrations, and emails
- On-site promotion with handouts and the opportunity for welcoming remarks
- \*3rd Quarter meeting is the OHLA Board Retreat, an annual outing where you can participate in a fun activity with OHLA Board Members

## 2017 BOARD MEETING SPONSORSHIPS:

- SOLD** 1st Quarter - \$600
- SOLD** 2nd Quarter - \$600
- SOLD** 3rd Quarter - \$1,200
- SOLD** 4th Quarter - \$600

PLEASE USE THE AGREEMENT AND METHOD OF PAYMENT FORM ON PAGE 2.

## MAXIMIZING YOUR OHLA ALLIED MEMBERSHIP

### EVENTS

#### Sponsor Events

Allied Members can promote their brand and meet face-to-face with Ohio's hospitality industry decision-makers through OHLA's diverse event offerings. Bring a promotional piece, provide a brief greeting to meeting attendees, and network with those key contacts with purchasing power.

#### Host an Event

OHLA offers a new opportunity to reach your target market. By hosting events specific to OHLA's member demographic, OHLA can provide the entrée to over 500 of our statewide hotel and lodging members.

### COMMUNICATIONS

#### eNewsletter Sponsorship

The OHLA eNewsletter reaches over 1,700 hospitality industry contacts, which is the perfect avenue to build brand recognition among Ohio hospitality professionals.

#### Providing Articles for the eNewsletter, OHLA Social Media, and E-Mail Blasts

Another opportunity is to provide valuable content to OHLA's hotelier membership in the form of articles. With over 1,700 contacts to receive electronic communications, this option provides opportunities to connect with a broad spectrum of hospitality professionals through different mediums.

#### OHLA Allied Directory

The OHLA Allied Directory is the resource that OHLA members refer to when choosing services for their property. Inclusion in this medium, along with advertising opportunities, gets your products and services noticed by those with purchasing power.

#### OHLA Allied Member Logo

Allied Members receive exclusive access to the OHLA Allied Member logo, which can be used on all promotional materials you send to hospitality professionals who want to support their industry and those within OHLA.

### PROMOTIONAL OPPORTUNITIES

#### Exhibit at the OHLA Annual Conference

The OHLA Annual Conference & Gala is the largest gathering of hospitality professionals in the state. By exhibiting, you can converse with upper management hoteliers, introduce your products and services, and build on industry connections.

#### New Event for YOU — Allied Industry Insights Event

Promote your product/service to other OHLA Allied Members. This is also to learn more about all the changes made in the past year and currently being added at OHLA. Become a more engaged member to build your resources in Ohio's Lodging Industry.

**OHLA Contact Member List is available upon request.**



## MESSAGE FROM THE PRESIDENT

The Ohio Hotel & Lodging Association appreciates your support and participation. As we embark on a new year I would like to personally thank you for that continued support. The hospitality industry as a whole remains vital to our economy on local, state and national levels. OHLA is committed to further growing our travel economy, and aims to provide resources and connections for our allied members. We will work hard to brainstorm innovative ideas and implement new ways to open doors and help our members grow their customer base.

We continue to be a leader in the traveling economy for our state and country. The travel and hospitality community combined remains as one of the largest employment sectors in the state of Ohio. OHLA will work to enhance the stature of our industry in 2017 by building alliances within our own industry. Our goal is to grow the ranks of our allied partners who share our goals of supporting economic growth, competitiveness, and jobs. We work closely with other travel-related entities to help make Ohio a leading destination for leisure visits, business travel and even relocation.

We are proud of the progress we've made in 2016 with improved service and professionalism, increased profitability and sustainability, our team of lobbyists, lawyers, and staff's ability to keep our industry at the forefront of discussions addressing favorable public policy, furthering our charitable and community involvement endeavors and making focused improvements in safety and security. 2017 will bring continued positive growth for OHLA in these areas. We will take our successes in 2016 and build on them to foster new ideas while forging ahead.

We are grateful for your investment in OHLA and are committed to remaining valuable and relevant so that we may continue to earn your support this year. "Stronger together" will remain our mantra!

Dirk Bengel  
General Manager, Crowne Plaza Columbus Downtown &  
The Lofts Hotel  
President, OHLA Board of Directors



## CONTACT INFORMATION

No matter what you need, the OHLA Team is ready to help

### **Joe Savarise** *Executive Director*

Creating partnerships with OHLA; affinity programs; coalition building; connecting with OHLA leadership; Board events; co-marketing with OHLA; industry data and statistics; legal questions; local lodging councils; best practices; public policy strategy; working with government and agencies; media inquiries and public relations

[joe@ohla.org](mailto:joe@ohla.org) • 614.461.6462, x5

### **Cindy Sams** *Director of Operations*

Sponsorship opportunities; education and professional programming; Allied Member Council; Women in Lodging program; Emerging Professionals initiatives; lodging conference leadership; college & university outreach; workforce development connections; internships, philanthropic events

[cindy@ohla.org](mailto:cindy@ohla.org) • 614.461.6462, x2

### **Halle Markwas** *Director of Membership*

Information on becoming an Allied Member or Premier Partner; referring lodging properties for membership; benefit programs and resources; Unique Lodging of Ohio/B&B council; information on new hotel builds

[halle@ohla.org](mailto:halle@ohla.org) • 614.461.6462, x4

### **Christi Saunders** *Communications and Events Coordinator*

Submission of articles, content and promotions for distribution to members; OHLA website, communications, eNewsletters, publications and social media; Scheduling and Logistics of events; Directory of Allied Members and Services; Billing and Invoicing; updating your information in the OHLA member database; member information for marketing and prospective use; Events & Conference Committee

[christi@ohla.org](mailto:christi@ohla.org) • 614.461.6462, x1

### **Michael Evans** *Government Affairs Representative*

Government activity related to OHLA and the industry; legislation; regulations; campaigns and elections; Political Action Committee

[michael@allphaseconsulting.com](mailto:michael@allphaseconsulting.com)



Follow OHLA on Facebook,  
Linked-In, Instagram and Twitter





# OHLA

OHIO HOTEL & LODGING ASSOCIATION

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