



OHLA

OHIO HOTEL & LODGING ASSOCIATION

2022 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVELY FOR OHLA ALLIED MEMBERS

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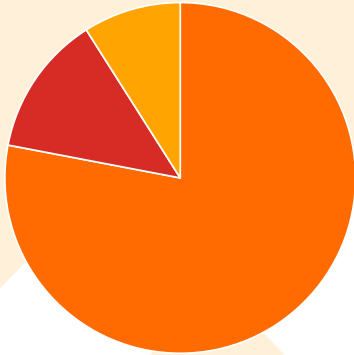
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Property Member Demographics

The Ohio Hotel & Lodging Association (OHLA) represents Ohio's commercial lodging industry. OHLA members are part of Ohio's more than \$38 billion travel economy and membership is comprised of lodging properties from 1 guest room to 1,000; from rural, tourist destinations, to major metros and everywhere in between.

Property Members



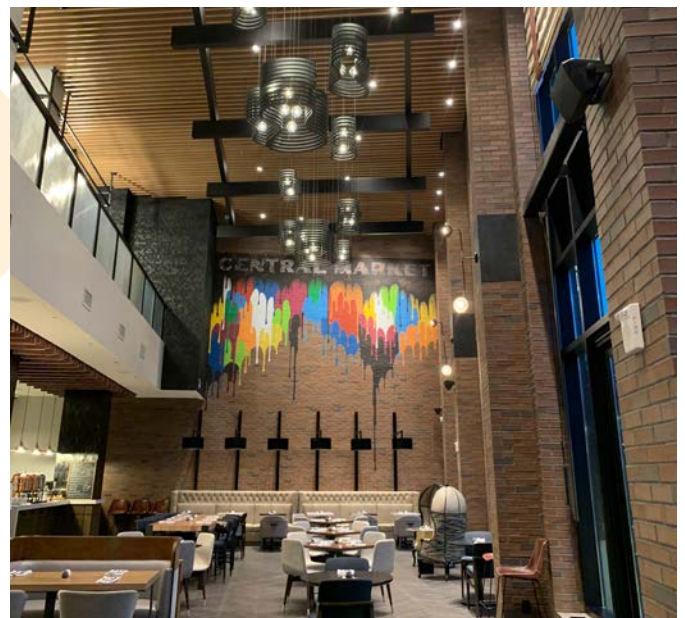
- Branded Properties 78%
- Independent Properties with 21 or more rooms 13%
- Independent Properties with less than 21 rooms 9%

OHLA Members make the purchasing decisions on products and services, including:

- Supplies & Services for Operations
- HR & Payroll
- IT & Digital Services
- Accounting
- Advertising/Promotion/Publication

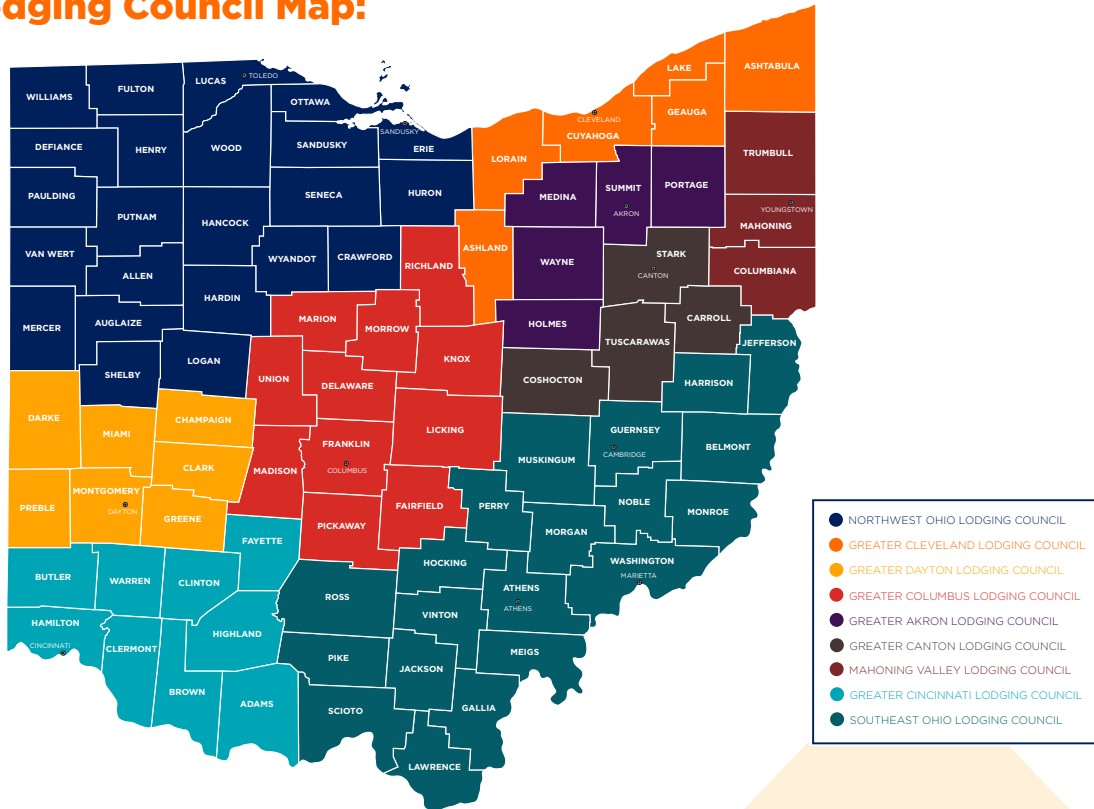
Association members include properties, management groups and owners such as:

- Hilton Columbus Downtown
- SJB Management
- Among the Trees Lodging
- Kalahari Resorts - Sandusky
- Cedar Point Resorts
- Hyatt Regency Cincinnati
- Indus Hotels
- Red Roof
- The Inn at Ohio Northern University
- Marriott at the University of Dayton
- Stanford House
- Columbus Hospitality Management
- Hope Hotel & Conference Center
- Great Ohio Lodges
- Inn & Spa at Cedar Falls
- InnVite Hospitality
- Hotel Equities
- Greater Columbus Convention Center





OHLA Lodging Council Map:



ROI Opportunities through involvement, volunteering, visibility and creativity

Stay connected to OHLA all year long by engaging in volunteer committees, attending meetings and events, or ask us about getting creative with your sponsorship this year.

OHLA Areas of Focus:

Together we are stronger as we work to:

PRODUCE FAVORABLE PUBLIC POLICY	IMPROVE SERVICE AND PROFESSIONALISM	GROW OUR TRAVEL ECONOMY
PROVIDE RESOURCES AND CONNECTIONS	SUPPORT OHIO'S UNIQUE LODGING SECTOR	INCREASE PROFITABILITY AND SUSTAINABILITY
FURTHER CHARITABLE & COMMUNITY INVOLVEMENT	CHAMPION SAFETY AND SECURITY	RAISE STATURE OF OUR INDUSTRY

The Allied Member Network—the network OHLA members refer to first

Utilize tools & resources available to help you navigate Ohio's lodging industry

Regional Quarterly Supply Chain Updates—stay current with statewide new development; OHLA Brand Guide—a thorough and easy-to-navigate tool to help you keep track of the everchanging brand landscape; Hierarchy Report—take the guessing game out of the relationships among ownership groups, management companies and property membership.

Build your Network

Attend events to make long lasting connections (we host 40+ events statewide each year!); Connect with members with access to membership list; Volunteer on one of the many OHLA committees and councils with members from across the state.

Be Recognized as an Industry Partner

Promote your business through your free Allied Directory Listing—our directory is both printed and online for easy access for members; Stand out as an industry partner by using the OHLA Allied Member logo for cobranded collateral and education; Exclusive sponsorship opportunities to Allied Members to help you gain even greater visibility; Exhibit at our Annual Conference—must be a member to exhibit.



RESTORE. REBUILD. RECOVER.



FlexCart™



Heartland



THANK YOU FOR YOUR SUPPORT!

2022 Premier Partnership* Benefits:

- Receive the highest level of endorsement
- Hyperlinked logo in rotation on OHLA website
- Hyperlinked logo on landing page of digital Allied Member Directory
- One Allied Member Spotlight in E-Newsletter (month of your choosing based on availability)
- Premier Partners banner at footer of most e-communications
- Exclusive direct marketing on your behalf from OHLA to our members
- Advance planning for your budget-total annual commitment agreed in advance

- Prime Exhibiting location at the Annual Conference & Gala
- Custom full-page promotional content in OHLA New Member Kits and detailed listing in the OHLA Prospective Member Kits
- Full-page ad in the printed Allied Member Directory

**All OHLA Premier Partners are approved by the OHLA Board of Trustees. Minimum annual commitment begins at \$6,500.*



The lodging industry is a complex network of ownership, corporate management, on-property management & leadership and team members. Each individual plays a key role in the consumption of, and decisions surrounding, the products and services a property uses. These multifaceted decision-making layers can make it difficult for Allied partners to understand how to best position their product or service. We have developed these curated Sponsorship Packages to help you reach a broader audience, target all levels of decision makers and influence as many individuals that will be utilizing your product or service as possible. We feel that in the end, overall brand recognition, service level and community/relational engagement is what drives our property members to their buying decisions.

Selecting one of these Sponsorship Packages comes with additional benefits, including:

- Advanced planning of annual sponsorship & advertising plan
- Annual planning session with OHLA Membership Team member
- 10% discount on additional sponsorship & advertising opportunities
- Priority Exhibit Booth Selection at OHLA Annual Conference

Each Signature Package is \$3,000

SOLD OHLA Member Engagement Sponsorship Package

The Member Engagement Sponsorship Package positions your company as a supporter of leadership initiatives across OHLA. Being in front of leadership is always a target for Allied partners. This opportunity gives you a broad spectrum of brand recognition to the largest audience of OHLA leadership—through the sponsorship of OHLA Committee work, philanthropic initiatives and member programs and content.

- Official Sponsor of the Quarterly President's Message (Your Banner Ad on this important, all-member communication to nearly 2,000 contacts, quarterly)
- Display Ad on myOHLA Login Page (Your Display Ad on the second most visited page on the OHLA website with over 4,000 hits annually, this is where all users must go to access members only content and register for events)
- Annual OHLA Giveback Sponsor (Logo on all pre-event notices, communications & printed event documents, social media promotion and opportunity to speak at the in-person Give Back opportunity at the OHLA Annual Conference)
- OHLA Committees (Logo on all pre-event notices, communications & printed event documents; listing of all OHLA Committee Members, 10 committees, over 85 hoteliers and advocates)



OHIO HOTEL & LODGING ASSOCIATION



THE FUTURE OF LODGING SUMMIT
THURSDAY, SEPTEMBER 22, 2022
THE OHIO HOTEL & LODGING ASSOCIATION

□ **Helping Hands Sponsorship Package**

The Helping Hands Sponsorship Package builds on community support of Ohio's lodging industry and provides resources for workforce development and solutions.

With sponsorships centered around growing the industry, advancing future leaders and supporting key initiatives, this sponsorship highlights your company as being an ally within our industry. **Be an integral part of post-pandemic recovery.**

• **The Future of Lodging Summit**

Your company represented as an ally in the industry. Participate in a day-long, statewide Summit bringing together key lodging professionals, travel industry partners and educators to address the industry's most pressing challenge: attracting and retaining employees.

- Includes:
 - Opportunity to speak for 3-5 minutes during opening session or lunch
 - Branding on all pre and post event communications
 - Social media recognition post event
 - Opportunity to provide collateral and/or giveaways or raffle one item
 - Two registrations for The Future of Lodging Summit
- Hospitality Helping Hands (HHH) Sponsor (Display ad on HHH webpage, Logo on all communications sent to nearly 2,000 contacts monthly, social media promotion of HHH)
- OHLA Emerging Professionals (EP) Supporter (Logo on all EP communications & event notices & communications—distributed to all OHLA contacts, Display ad on EP webpage)
- OHLA Education & Training Fund (ETF) Supporter (Logo on OHLA ETF application, Display ad on ETF Webpage)



SOLD Women in Lodging CONNECTION Sponsorship Package

The OHLA Women in Lodging (WIL) CONNECTION sponsorship aligns your company with OHLA's focus to grow female leadership in the lodging industry—a crucial step in advancing our industry. WIL CONNECTION is a consortium of leaders across the state, from ownership and management company executives to property-level leadership. These leaders come together for in-person events with Nationally recognized speakers, peer-led small group sessions and programs and social networking events.

- Branding on all pre-event notices, communications & printed event documents
- Two registrations to attend the WIL Luncheon
- One registration per WIL CONNECTION Coffee or Cocktails (3 total)
- Opportunity to welcome guests & introduce keynote speaker at WIL Luncheon
- Opportunity to provide collateral and/or giveaway item at each setting

“Companies with more than 30 percent women on their executive teams are significantly more likely to outperform those with between 10 and 30 percent women, and these companies in turn are more likely to outperform those with fewer or no women executives. As a result, there is a substantial performance differential—48 percent—between the most and least gender-diverse companies.” – *Diversity Wins: How Inclusion Matters. McKinsey & Company May 2020*

The Industry Voice—Advocacy Sponsorship Package

Advocacy is at the core of our association and the foundation of everything we do—advancing the lodging industry through policy, best practices and our network of government agencies. Supporting these efforts speaks to our core values of producing favorable public policy, growing our travel economy, and raising the stature of our industry. OHLA is the voice of Ohio's lodging industry, and The Industry Voice Sponsor aligns your company with our industry's core values—promoting your business to hotel ownership groups, investors and management companies.

- Government Affairs Update Sponsor (Logo and branding on monthly OHLA Government Affairs Update, distributed to nearly 2,000+ contacts)
- Display Ad on Government Affairs Landing Page
- Exclusive invitation and registration for 2 team members to annual Legislative and Advocacy Days
- Eligibility for scholarships to attend federal Legislative Summits in Washington D.C.
- Owner - Management - Investor (OMI) Communications Sponsor (Logo and branding on all OMI communications from OHLA President & CEO, distributed to more than 500 individual contacts representing nearly 100 hospitality companies nationwide)
- Invitation to participate in additional advocacy events, briefings and updates





Local Lodging Council Meetings and Events

Target specific regions by being a Local Lodging Council Meeting sponsor. These meetings occur across all 9 of our lodging councils throughout the year. Through local lodging council meetings, attendees have the opportunity to come together with colleagues to learn and discuss issues that the lodging industry is facing on both the state and local levels, updates on OHLA initiatives and market development in their regions.

Business Meeting & Coffee events are efficient morning meetings highlighting region-specific information and resources to jump start their day. Industry Networking & Meeting events build in time for networking over breakfast, lunch or a reception and include region specific information and resources.

Sponsorship Includes:

- Recognition on all pre-event notices, communications and printed event documents
- Opportunity to present 3-5 minutes with multimedia content
- Opportunity to include collateral and/or giveaways for attendees
- A report of member attendees for post event reference available upon request

Sponsorship Expectations

- As a sponsor for an OHLA event or meeting, we ask that you come prepared both professionally and mentally to make the most of your time in front of the attendees.
- As a part of the presentation we invite you to speak about your service offerings, demo your product, or educate attendees on updates in our industry as it pertains to your business.



 **Indicates speaking opportunity**

2022 Meetings & Events:

	Co-Sponsorship Availability	
Greater Akron	 	\$350 Business Meeting & Coffee
	 	\$600 Industry Networking & Meeting
Greater Canton/ Mahoning Valley	 	\$350 Business Meeting & Coffee
	 	\$600 Industry Networking & Meeting
Greater Cincinnati	 	\$350 Business Meeting & Coffee
	 	\$600 Industry Networking & Meeting
Greater Cleveland	 	\$600 Industry Networking & Meeting
	 	\$600 Meeting & Reception
Greater Columbus	 	\$600 Industry Networking & Meeting
	 	\$600 Meeting & Reception
Greater Dayton	 	\$350 Business Meeting & Coffee
Northwest Ohio	 <input type="checkbox"/>	\$350 Business Meeting & Coffee
	 <input type="checkbox"/>	\$600 Industry Networking & Meeting
Southeast Ohio	 <input type="checkbox"/>	\$350 Business Meeting & Coffee
	 <input type="checkbox"/>	\$600 Industry Networking & Meeting

***NEW* Wednesdays Sunny Side Up: A Membership Brunch**

This social affair is hosted & planned by the membership committee and is focused on fostering the community aspect within OHLA. Invited attendees will include both member & prospective property members. This is an **exclusive** sponsorship opportunity as this will not be open to the Allied Member Community. One brunch per Allied partner.



 **Cincinnati • \$750**

 **Dayton • \$750**

 **Northwest • \$750**



Celebrating **10** years



OHIO HOTEL & LODGING ASSOCIATION

WOMEN IN LODGING
WIL CONNECT

The mission of WIL CONNECT is to be a catalyst; to enable the personal and professional development of women with strategies and actions focused on removing barriers and providing solutions. Supporting OHLA's Women in Lodging (WIL) CONNECT programming is an opportunity to support growth, leadership, and diversity in the hospitality industry, it makes business sense. Now more than ever women leaders are occupying decision-making roles—this is your chance to make an impact, put your brand in front of these key individuals and build a long-lasting relationship of trust, value and loyalty. Don't miss out on these exclusive WIL events that allow you to represent this long standing & always innovating program.

SOLD **WIL CONNECTIONS Signature Package • \$3,000**

For details, see Signature Packages on page 5-6.

SOLD **Annual Conference Women in Lodging Session • \$2,000**

Welcome statewide conference attendees to this highly-attended program that helps kick off this year's 2022 Annual Conference & Gala.

- One Full Annual Conference Registration
- Opportunity to speak 3-5 minutes
- Help introduce the speaker for this session
- Your logo on all invitations, promotions, & Conference material as they relate to the WIL Session at Annual Conference
- Opportunity to provide branded materials at WIL session to attendees
- Session attendee list upon request
- Exhibit Booth

 **Indicates speaking opportunity**



“Companies with more than 30 percent women on their executive teams are significantly more likely to outperform those with between 10 and 30 percent women, and these companies in turn are more likely to outperform those with fewer or no women executives.” - *Diversity Wins: How Inclusion Matters. McKinsey & Company May 2020*





Unique Lodging of Ohio
OHIO HOTEL & LODGING ASSOCIATION

Set yourself apart by supporting the growing and diverse unique lodging community. Our ULO Community consists of independent, non-branded properties across the state. These properties vary in size and type from a one bedroom guest house, to cabins, yurts, or full-service hotels. Among the community, buying decisions are made daily for their businesses. These owners and property managers focus on going outside of the status quo and creating experiences. Industry knowledge, consumer experience, and referrals flourish in this tight network.

SOLD ULO Annual Conference Sponsor • \$2,500

- Official ULO Track Sponsor
- ULO of the Year Award Naming Rights
- Exclusive opportunity to attend the ULO private reception at Annual Conference
- Branding on all pre-event notices, communications & printed event documents
- 1 Exhibitor Booth with One Full Conference Registration

DID YOU KNOW?

1/4 of OHLA's property members are independent lodging properties? We designate this sector of our membership as Unique Lodging of Ohio (ULO).



Indicates speaking opportunity



SOLD ULO Community Connections Sponsor • \$1,500

- Branding on ULO-targeted communications (non-conference materials)
- Banner ad in the quarterly ULO Update electronic communication
- Opportunity to attend & present at one educational and/or networking event

ULO Update Contributor

The ULO update is a quarterly communication sent to over 250 contacts who identify as independent hoteliers.

SOLD Q1 • \$250

SOLD Q2 • \$250

SOLD Q3 • \$250

SOLD Q4 • \$250

All events are subject to change. Notice will be expressed as timely as possible. Changes to events are at the discretion of the OHLA staff and will be in accordance with local and state pandemic advisories and orders.



Board of Trustees Meetings 

As a Board of Trustees Meeting & Event sponsor, you have the opportunity to provide branded materials for each attendee and greet the board with a brief address and/or presentation.

The OHLA Board of Trustees consists of representatives from hotel properties, Management Companies, Ownership Groups, Unique Lodging, Allied companies, CVB partners to Educators, and Local Council Chairs.

SOLD \$850 **Feb. 24** **Board Meeting**

SOLD \$850 **May 26** **Board Meeting**

SOLD \$1,750 **Aug. 18-19** **Board Retreat**
Opportunity to attend afternoon activity on the first day of the retreat plus brief welcome and/or presentation at the beginning of the board meeting the following morning.

SOLD \$850 **Nov. 21** **Annual Conference**



“ The OHLA Board represents over 100 Ohio properties and extends to ownership and management nationwide. The Board also includes Allied Members, Destination Marketing Organization partners and educators.”

 **Indicates speaking opportunity**

2022 OHLA Board of Trustees

EXECUTIVE COMMITTEE

Stephen Stewart
President
Hyatt Regency Columbus
General Manager
Columbus, OH

Bill Reed
Vice President
Aloft Cleveland Downtown
General Manager
Cleveland, OH

Chad Bortle
Second Vice President
SJB Management Inc.
VP of Operations
Granville, OH

Alan Assaf
Treasurer
Indus Hotels
COO
Columbus, OH

Steve Wolever
Allied Officer
Signature Worldwide
CEO
Dublin, OH

Geri Lombard
Ex Officio Member
Hotel LeVeque
General Manager
Columbus, OH

BOARD OF TRUSTEES

Eric Belfrage
CBRE Hotels-Investment
Properties
Columbus, OH

DJ Falcoski
New Avenue
Architects & Engineers
Upper Arlington, OH

Lisa Garner
Marriott & Residence Inn
Columbus OSU
Columbus, OH

Sue Graves
Columbus, OH

Steve Groppe
DoubleTree by Hilton Hotel
Cleveland - Westlake
Westlake, OH

Holly Hollingsworth
First Hospitality
Columbus, OH

Nancy Howard
Hilton Columbus/Polaris
Columbus, OH

Linda Klug
Among the Trees Lodging
Logan, OH

George Limbert
Red Roof
New Albany, OH

David Minah
Hyatt Place Lyndhurst/
Legacy Village
Lyndhurst, OH

Viren Patel
Sirius Capital Group
Grove City, OH

Wade Riedman
Graduate Cincinnati
Cincinnati, OH

Derek Roorda
The Lytle Park Hotel
Cincinnati, OH

Richard Stegman
The Victorian Tudor Inn
Bellevue, OH

Cristian Teusan
Commonwealth Hotels
Cleveland, OH

Steve Van Sickle
Sauder Heritage Village
Inn & Campground
Archbold, OH

Nicole Word
Hotel Equities
Akron, OH

ALLIED TRUSTEES

Mark Hecquet
Travel Butler County
West Chester, OH

Gretchen Friend
Columbus State
Community College
Columbus, Ohio

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Volleyball
OHLA's 3rd Annual Charity
Volleyball Tournament •
May 14, 2022

BUMP. SET. SPIKE.

Join OHLA and property leadership teams for a day of friendly competition in Columbus. This highly anticipated annual event is an outdoor sand volleyball tournament dedicated to raising funds and growing visibility to the fight against human trafficking. All team registrations in 2019 & 2021 were contributed to Freedom a la Cart, an organization committed to helping trafficking victims return to the workforce. This event draws lodging staff, management & ownership. Team registration is exclusive to property and tourism industry members only. As a sponsor, you have the opportunity to have a team and/or attend as a supporter.

SOLD **BUMP • \$500**

This event is limited to sponsors only. Buy your way in! This includes 1 team of 6.

SOLD **SET • \$1,500**

Your company's logo on rally towels and banner signage at event. Includes 1 team of 6.

SOLD **SPIKE • Presenting Sponsor • \$3,000**

Your company's logo on all pre-event notices, banner signage at event, rally towels and on trophies. Includes 2 teams of 6.



Indicates speaking opportunity



Hotel Games

Join in the fun! Hotel Games is a dynamic event bringing together all departments and leadership levels throughout the hospitality community. Comradery among the hotel & lodging industry is at an all-time high as the industry works to overcome their biggest challenge in over a decade. This high energy event is exclusive to property and tourism industry members only. As a sponsor, you'll get PR perks and you have the opportunity to attend as an Allied Member. See your logo on the back of team t-shirts!

Columbus • Date to be determined



Presenting Sponsor • \$1,500

Your company's logo included on all pre-event notices & communications, participant t-shirts, and trophies. Opportunity to welcome and kick-off the games. Plus, you'll have the chance to join the OHLA team as a referee!

Lunch Sponsor • \$1,000

Branded stickers on all boxed lunches for attendees, your logo included on pre-event notices and participant t-shirts.

Cleveland • Date to be determined



SOLD **Presenting Sponsor • \$1,500**

Your company's logo included on all pre-event notices & communications, participant t-shirts, and trophies. Opportunity to welcome and kick-off the games. Plus, you'll have the chance to join the OHLA team as a referee!

Lunch Sponsor • \$1,000

Branded stickers on all boxed lunches for attendees, your logo included on pre-event notices and participant t-shirts.





***NEW* Quarterly Collaboration Collective**

Our newest opportunity to give Allied Members more opportunities for meaningful conversations and connections with key contacts of management companies, ownership groups and brands. Your company along with an additional 3, non-competing, Allied Members will have the opportunity to present your product or service to designated representatives, discuss, and collaborate. Lunch is included. This is a limited engagement opportunity with 4 total non-competing Allied Members per quarter and 4 industry representatives as outlined below.

This is your opportunity to showcase your company, build relationships & ask questions & garner feedback.

Meet with operations executives from:



Quarter 1

SOLD \$750 SOLD \$750 SOLD \$750 SOLD \$750

Quarter 2

SOLD \$750 SOLD \$750 SOLD \$750 SOLD \$750

Quarter 3

SOLD \$750 SOLD \$750 SOLD \$750 SOLD \$750

Quarter 4

SOLD \$750 SOLD \$750 SOLD \$750 SOLD \$750





 Indicates speaking opportunity

Did you know that Allied Members can also submit nominations of deserving hotel associates?

Naming Rights for Stars Categories

Diversify your marketing dollars and be in front of the top hotels in the state, in Dayton, Cleveland, Columbus and Cincinnati. Available at each city's Stars Awards Program and the Ohio Stars of the Industry Program, you will be the named sponsor of a specific award category. Choose one your company is related to or passionate about!

Each category is **\$1,500** and includes the following benefits:

- Your company's name on that category's award for both full and SEL properties (if applicable)
- One registration at each city's luncheon
- Your logo on all promotions and signage at the event

 **Community Involvement Award**

 **Leadership Team of the Year**

HSMAI Sales Leader of the Year

Service Super Star of the Year

 **ULO of the Year**

 **Engineer of the Year (Full)**

 **Engineer of the Year (SEL)**

 **Front Desk Associate of the Year (Full)**

 **Front Desk Associate of the Year (SEL)**

 **Housekeeper of the Year (Full)**

 **Housekeeper of the Year (SEL)**

 **Server of the Year (Full)**

 **Attendant/Host of the Year (SEL)**

 **Supervisor/Manager of the Year (Full)**

 **Jack of All Trades (SEL)**

 **General Manager of the Year (Full)**

 **General Manager of the Year (SEL)**

You have the ability to be associated with continuing the tradition of excellence among Ohio's lodging industry. Even through hardship, these associates stand out among their peers with the unwavering need to serve.

The regional Stars of the Industry luncheons take place in Cincinnati, Cleveland, Columbus and Dayton and we end the year with our state awards at the Stars of the Industry Dinner Gala that takes place at the OHLA Annual Conference.

Outside of Annual Conference, these are our largest events of the year with the most diverse audiences! Annually, over 1,500 attendees witness the celebration of their peers.

 **Stars of the Industry Awards Presenting Sponsor • \$9,000** 

Opportunity to speak and present an award at each of the regional luncheons (4), kick off the industry awards at the Gala Dinner at Annual Conference. Includes two registrations to each regional luncheon (Cincinnati, Cleveland, Columbus, Dayton). Opportunity to offer giveaways, branding on all pre-event notices, most communications (electronic & print), event documents, submission forms and materials. 4 Full Registrations to the Annual Conference & Gala inclusive of an exhibitor booth.

 **Stars of the Industry Gala Dinner Sponsor • \$5,500** 

Opportunity to speak at Gala Dinner, branding on all pre-event notices and conference communications and printed event documents, opportunity to have a giveaway for attendees, 4 Full Registrations to the Annual Conference & Gala inclusive of an exhibitor booth.

Stars of the Industry Regional Luncheons Sponsor • \$5,500 

Opportunity to welcome attendees at each luncheon (Cincinnati, Cleveland, Columbus, Dayton), branding on all pre-event notices, communications, and printed event documents as applicable, opportunity to have a giveaway for attendees. Two registrations for each luncheon (Cincinnati, Cleveland, Columbus, Dayton).

Reception & Registration Sponsor • \$3,500

Logo on name badges, online recognition, signage. Opportunity to provide custom cocktail napkins for the receptions, opportunity to offer a giveaway item at registration. Two registrations for each luncheon (Cincinnati, Cleveland, Columbus, Dayton).



ANNUAL CONFERENCE & GALA • NOVEMBER 21-22, 2022

OHLA's Annual Conference & Gala brings together industry leaders and emerging professionals from across the state for 24 hours of education, networking, and camaraderie. Your opportunity to get in front of 400+ individuals is waiting for you! This is our largest event of the year, and we are proud to provide our Allied Members an opportunity to exhibit their services & goods.

The lodging industry and travel economy gave light to our story at the 2021 Annual Conference & Gala that in-person events are back and are needed.

Basic benefits to all sponsors:

- One basic exhibitor booth — 6 ft table with linen and 2 chairs (Contingent on Sponsorship of \$2,000+)
- At least one Full Registration to event
- Logo on OHLA website conference page, conference signage and program
- Promotional recognition in email and online/social media communications when appropriate
- List of attendees upon request

Visibility

SOLD **\$9,000 • Annual Conference & Gala Presenting Sponsor** 

Lead Annual Conference Sponsor for exceptional national speakers and attendee experiences. Presenting Sponsor acknowledgment on all conference-related materials; Premier Exhibit Booth; speaking opportunity. Eight Full Registrations

\$2,000 • Name Badge Sponsor
Your logo on name badges. Two full registrations

\$1,500 • Conference Signage
Your logo on all Annual Conference signs. One Full Registration

\$1,500 • Premium Exhibitor Booth
2x the exhibiting space when available. One Full Registration

Events

SOLD **\$5,500 • Stars of the Industry Dinner Gala Sponsor** 

Preferred seating, speaking opportunity for 5 minutes, recognition on Ohio Stars of the Industry Gala digital & print communications and recognition at event, opportunity to offer a giveaway item at each setting and/or a raffle item to be given at conclusion of event. Four Full Registrations

SOLD **\$3,500 • Luncheon Sponsor** 

Preferred seating, speaking opportunity for 3-5 minutes, recognition on digital & print communications and recognition at event, opportunity to offer a giveaway item at each setting and/or a raffle item to be given at conclusion of event. Three Full Registrations

SOLD **\$3,000 • Techfast Sponsor**

Preferred seating, speaking opportunity for 3-5 minutes, recognition on digital and print communications and recognition at event, opportunity to offer a giveaway item at each setting and/or raffle item to be given at conclusion of breakfast. Two Full Registrations

\$2,000 • Cocktail Hour Sponsor
Your logo on all promotions and signage at the event; Your logo on cocktail napkins. Two Full Registrations

\$2,000 • Silent Auction Sponsor
Your logo on all promotions, landing page and signage at the event (when applicable). Two Full Registrations

SOLD **\$2,000 • Annual Business Meeting Sponsor**
Your logo on Annual Business Meeting agenda, all promotions & signage at the event and acknowledgement from the stage. Two Full Registrations






- \$2,000 • Refreshment Sponsor**
Your logo on all promotions and break signage at the event. Two Full Registrations

Programming

- \$2,500 • Opening Session Sponsor** 
Welcome conference attendees and kick-off our Monday's Opening Session. Two Full Registrations
- \$2,500 • HSMAI Sales Track Sponsor** 
Sponsor the most sought after education sessions, opportunity to introduce speaker. Two Full Registrations

- SOLD** **\$3,000 • Owner/Management Company Executive Event** 
Exclusive event for you to mingle with invited hotel owners and management company personnel. Two Full Registrations

Connectivity

- \$2,500 • Connectivity Sponsor**
Connectivity for the Conference! Signage will tell attendees that your brand is keeping them connected. Plus, display OHLA's mini portable charging unit at your table! Two Full Registrations

Surprise & Delight

- \$2,000 • Entertainment Sponsor**
Support the high energy atmosphere at the dinner gala, leading into our Stars of the Industry Awards. House band? Check! Two Full Registrations
- \$1,500 • OHLA Oasis**
Area for conference attendees to escape the hustle and bustle of conference. You are responsible for the cost of amenities and layout-related additions. One Full Registration
- \$1,500 • Ice Sculpture**
Your logo or appropriate symbol incorporated into the ice sculpture. One Full Registration

- SOLD** **\$1,500 • Photography Sponsor**
Logo on digital photos. One Full Registration

Conference Program Ad Sales

See advertising rate sheet on page 16

 **Indicates speaking opportunity**



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DIGITAL Website Advertising & Editorial Articles

Publication	Cost	Type of Advertisement	Specifications
OhioLodging.com	\$500 per ad 12 months	Website Display Ad	
	\$500 per article 1 quarter	Homepage Quarterly Industry Article	250 words or less; up to 3 images
	\$1,000 per ad 12 months	Homepage Rotating Banner Ad	Hi-res PNG; 500px width preferred, 75px max height; 96dpi
	\$1,500 per page 12 months	Branded Resource Page	Includes resources; company logo
Monthly eNewsletter	\$350 per spotlight/month	Industry Spotlight Feature	250 words or less; up to 3 images
	\$1,000 12 months	In-Content Banner Advertisement	Hi-res PNG; 500px width preferred, 75px max height; 96dpi
	\$1,250 12 months	Top Logo Placement	Hi-res PNG
	\$2,000 12 months	Top Banner Advertisement	Hi-res PNG; 500px width preferred, 500px max height
ULO Update	\$250 1 quarter	Top Banner Advertisement	Hi-res PNG; 500px width preferred, 75px max height; 96dpi
	\$500 per article 1 quarter	Quarterly Contributor Article	Hi-res PNG; 500px width preferred, 500px max height

DIGITAL Video & Multimedia – Commercial Advertising

Event	Cost	Specifications
Local Lodging Council Meetings	\$500 per commercial	60-90 seconds; mp4 file type only
Stars of the Industry Awards Luncheons	\$1,000 per commercial	60-90 seconds; mp4 file type only
Women in Lodging	\$500 per commercial	60-90 seconds; mp4 file type only

PRINT

Publication	Cost	Surfaces	Dimensions
Allied Member Directory	\$500	1/2 page ad; full color	5" x 3.81"
Annual Conference Program	\$1,200	Full page ad; full color	7.5" x 9.75"
	\$650	1/2 page ad; full color	7.5" x 4.875"
OHLA Brand Guide	\$1,500	Full page ad; full color	TBD

REQUIREMENTS

- All ads, both digital & print, are due to michele@ohla.org, 7 business days prior to the event or distribution date
- Images and sizing guidelines must be followed as outlined
- Changes or updates to published ads is at the discretion of OHLA



Your Membership & Strategy Team



Lauren Stazen
(614) 461-6462 x5
lauren@ohla.org



Halle Markwas
(614) 461-6462 x4
halle@ohla.org

OHLA Staff



Joe Savarise, CTA
President & CEO

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; Pandemic compliance issues.

joe@ohla.org • (614) 461-6462 x7

Cindy Sams, CTA

Director of Education, Workforce & Programs

Sponsorship opportunities; education and professional programming; Women in Lodging program; college and university outreach; workforce development connections; internships; philanthropic events.

cindy@ohla.org • (614) 461-6462 x6

Mark Meyer

Comptroller

Accounts payable and receivable; budgeting & planning strategy.

mark@ohla.org • (614) 461-6462 x3

Lauren Stazen, CTA

Director of Membership

Account management & relationship building among property and Allied Members; creating connections; key contact for current and prospective members; developing benefit programs and resources; staff liaison for Allied Member Council, Unique Lodging of Ohio Council & Membership Committee; information regarding pipeline reporting and new development.

lauren@ohla.org • (614) 461-6462 x5

Halle Markwas, CMP, CTA

Director of Strategy & Engagement

Focused expertise on internal and external relationship management; working primarily with management & ownership groups; assisting Allied Members to reach their membership goals; strategic partnerships with hotel brands and industry partners; developing and maintaining the OHLA Brand Guide; collaboration with other industry organizations, specializing in hospitality sales and meeting/event planners.

halle@ohla.org • (614) 461-6462 x4

Michele Marcinick, CTA

Communications & Events Coordinator

Event scheduling and logistics; Annual Conference & Events Committee; Emerging Professionals initiatives; event promotions; OHLA website updates; submission of articles; email communications and publications; social media; billing and invoices; updating member information.

michele@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



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