



OHIO HOTEL & LODGING ASSOCIATION

SERVING OHIO'S LODGING INDUSTRY SINCE 1893

692 N. HIGH STREET SUITE 212, COLUMBUS OH 43215-1564

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4 1 0 2 ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES

EXCLUSIVELY FOR OH&LA ALLIED MEMBERS

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ALLIED SPONSORSHIP & ADVERTISING OPPORTUNITIES
ANNUAL CONFERENCE & GALA
CINCINNATI STARS OF THE INDUSTRY
CLEVELAND STARS OF THE INDUSTRY
COLUMBUS STARS OF THE INDUSTRY
MEETINGS & EVENTS
ADVERTISING

www.OhioLodging.com

2014 PREMIER PARTERSHIP PROGRAM



- Benefits**
- Gain more visibility to over 500 lodging properties
 - Direct marketing email from OH&LA
 - Prime booth location at the OH&LA Annual Conference
 - Recognition on the OH&LA web site
 - Advanced planning for your budget

Premier Partnership	Minimum	Actual
Allied Membership	\$500	\$_____
Lodging Council Meetings	\$300 each	\$_____
Regional Luncheon/Breakfast Series	\$500 each	\$_____
GM Reception Sponsorship (Columbus)	\$700	\$_____
(Akron, Dayton, Northwest)	\$500 each	\$_____
Cincinnati Stars of the Industry Sponsorship	\$300 - \$1,000	\$_____
Cleveland Stars of the Industry Sponsorship	\$300 - \$1,000	\$_____
Columbus Stars of the Industry Sponsorship	\$300 - \$1,000	\$_____
OH&LA Board Meeting Sponsorship	\$500	\$_____
Government Affairs Update Sponsorship	\$2,000	\$_____
Printed Allied Directory	\$500 - \$1,000	\$_____
Digital Allied Directory	\$325 - \$1,000	\$_____
Monthly E-Newsletter	\$425 - \$1,500	\$_____
**Annual Conference & Gala Sponsorship	\$350 - \$4,000	\$_____
Minimum Total Commitment	\$5,000	\$_____

*All OH&LA Premier Partners must be approved by the OH&LA Board of Trustees

**Must attend the Annual Conference & Dinner Gala

THANK YOU FOR PARTNERING WITH THE OHIO HOTEL & LODGING ASSOCIATION

We the undersigned do hereby agree to the following:

Contact Name: _____ Signature: _____

Company: _____

Email: _____ Phone: _____

Address: _____

METHOD OF PAYMENT:

Check for \$ _____ enclosed. (Make check payable to: Ohio Hotel & Lodging Association or OH&LA)

Charge \$ _____ to my, ☐ American Express ☐ VISA ☐ MasterCard

Credit Card #: _____ Expiration Date: _____ CID: _____

Name on Card: _____ Signature: _____

FOR OFFICE USE ONLY: Date Received: _____ Payment INV #: _____ Staff Signature: _____

1. Decide your sponsorship budget for 2014, considering the type of exposure you want, and your audiences. The following pages have your opportunities outlined by category and date. 2. Contact Cindy Sams, OH&LA Director of Operations, cindy@ohla.org, 614-461-6462, ext.2 to discuss the best mix of events for your budget and target areas of Ohio. 3. A contract will be drawn up once you have determined your choices with OH&LA. This will be sent to you to sign and return with payment. We can send one Invoice for all your choices or Invoice per event.

ALLIED OPPORTUNITIES AT THE ANNUAL CONFERENCE, TRADE SHOW & STARS OF THE INDUSTRY DINNER GALA

Monday, November 24, 2014

The Ohio Hotel & Lodging Association will hold its Annual Conference & Gala and Stars of the Industry Dinner Gala on Monday, November 24, 2014 at the Hilton Columbus at Easton.

The Annual Conference & Dinner Gala boasts the year's largest gathering of Ohio's lodging industry. The day begins with a variety of networking opportunities and continues with education sessions, as well as the famous Cocktail Hour, which precedes the Stars of the Industry Awards Dinner Gala.

Allied Member Opportunities at Conference:

- Exhibit at the Trade Show
- Sponsor an activity/item to increase visibility
- Meet with Owners, Developers, General Managers, Management Company Executives, and key Department Executives
- Promote your business' products and services.

A full array of options for Allied Partners is listed on the following page.



***Sponsorships and advertising opportunities, including events, are subject to change based on demand and OH&LA member needs. Sponsorships may be subject to first right of refusal. Please check OH&LA's website at OhioLodging.com, or call us at (614) 461-6462 for the latest and most accurate information.

MONDAY, NOVEMBER 24, 2014

Sponsorship Opportunities - Reserve your Sponsorship by October 1. Full Registration covers Day Events, Cocktail Hour, and Dinner Gala

Stars of the Industry Dinner Gala Sponsor.....\$4000

☐ Full page ad in Allied Buyers Guide, Four Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Dinner Gala

Luncheon Sponsor.....\$3000

SOLD ☐ Speaking opportunity at Conference Luncheon, Four Full Registrations to the Annual Conference & Gala, Reserved Table, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Education Session 1 Sponsor.....\$3000

☐ Speaking opportunity at conference education session, Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Education Session 2 Sponsor.....\$3000

SOLD ☐ Speaking opportunity at conference education session, Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Conference Supporter & Entertainment Sponsor...\$2500

☐ Half page ad in the Allied Member Directory, Three Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Stars of the Industry Awards Sponsor.....\$2500

☐ Speaking opportunity at Dinner Gala, Three Full Registrations to the Annual Conference & Gala, upgraded listing, Exhibitor table, signage at Event

Opening Session Sponsor.....\$2000

☐ Half page ad in the Allied Member Directory, Two Full Registrations to the Annual Conference & Gala, upgraded listing, Exhibitor table, signage at Event

Audio Visual Sponsor.....\$1000

☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Registration Desk Sponsor.....\$1000

☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Owner /Management Co. Executive Breakfast...\$1000

SOLD ☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Annual Meeting/STR Report Sponsor.....\$1000

☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Morning Coffee Break.....\$1000

SOLD ☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Afternoon Break.....\$1000

SOLD ☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Cocktail Hour Bar Sponsor.....\$1000

☐ Two Full Registrations to the Annual Conference & Gala, upgraded Allied Member Directory listing, Exhibitor table, signage at Event

Sponsorships for \$500 or less will pay separately for the Gala.

Charging Station.....\$500

☐ One Annual Conference Exhibitor Booth Registration during Day Program, upgraded Allied Member Directory listing, verbal acknowledgement and signage at Event

Event Contest Sponsor.....\$500

☐ One Annual Conference Exhibitor Booth Registration during Day Program, upgraded Allied Member Directory listing, verbal acknowledgement and signage at Event

Conference Bag Sponsorship.....\$500+

☐ You provide 250 quantity, with your logo. One Annual Conference Exhibitor Booth Registration during Day Program, upgraded Allied Member Directory listing, verbal acknowledgement and signage at Event

Lanyards & Badges Sponsor.....\$500+

SOLD ☐ You provide 400 quantity of each item, with your logo. One Annual Conference Exhibitor Booth Registration during Day Program, upgraded Allied Member Directory listing, verbal acknowledgement and signage at Event

Silent Auction Sponsor.....\$500

☐ One Annual Conference Exhibitor Booth Registration during Day Program, upgraded Allied Member Directory listing, verbal acknowledgement and signage at Event

B&B Annual Roundtable Sponsor.....\$500

☐ Speaking opportunity to the B&B Owners. One Annual Conference Exhibitor Booth Registration during Day Program, upgraded Allied Member Directory listing, verbal acknowledgement and signage at Event.

Bag Stuffing.....\$250

☐ You provide 250 quantity of your promotional flyer to be stuffed into each attendee's bag by November 7, 2014. Send to OH&LA Offices, Attn: Brittney

Allied Exhibitor Registration - Members Only:

Exhibitor Fee Day Program- \$375; Additional Person Day Program - \$115

Cocktail Hour & Dinner Gala - \$90 each; Exhibitor Tables are 6ft and skirted, with two chairs

Please contact Cindy Sams at 614-461-6462, ext 2, cindy@ohla.org with questions or more information.

We the undersigned do hereby agree to the following:

Contact Name: _____ Signature: _____

Company: _____ ☐ Owner ☐ Management Exec. ☐ Bed & Breakfast

Email: _____ Phone: _____

Address: _____

Check for \$ _____ enclosed. (Make check payable to: Ohio Hotel & Lodging Association or OH&LA)

Charge \$ _____ to my, ☐ American Express ☐ VISA ☐ MasterCard

Credit Card #: _____ Expiration Date: _____ CID: _____

Name on Card: _____ Signature: _____

METHOD OF PAYMENT:

REGIONAL STARS OF THE INDUSTRY LUNCHEONS



The Ohio Hotel & Lodging Association hosts 3 regional Stars of the Industry Awards Luncheons: Cincinnati Stars, Cleveland Stars, and Columbus Stars.

These annual awards luncheons honor individuals in each city with outstanding accomplishments and services in their industry. All local winners are automatically entered as finalists into the Ohio Stars of the Industry competition, held during the OH&LA Annual Conference & Gala in November (see Page 3).

In recent years, these events have attracted over 150 attendees – and they continue to grow each year.

CINCINNATI STARS OF THE INDUSTRY LUNCHEON



Thursday, August 28, 2014



CLEVELAND STARS OF THE INDUSTRY LUNCHEON



Thursday, September 4, 2014



COLUMBUS STARS OF THE INDUSTRY LUNCHEON



Tuesday, September 9, 2014



Become a Stars of the Industry Sponsor! Complete this form and return it by fax or mail to the Ohio Hotel & Lodging Association, 692 North High Street, Suite 212, Columbus OH 43215 Phone: 614-461-6462, Fax: 614-224-4714. Deadline for sponsorship registration is July 9, 2014. As a sponsor you will receive verbal recognition and have your company logo displayed at the Stars of the Industry Luncheons.

CINCINNATI STARS OF THE INDUSTRY LUNCHEON



FIVE STAR SPONSOR \$1,000

☐ **Keynote Speaker Sponsor**

- 4 complimentary registrations
- 10 minutes to speak
- Verbal recognition
- Signage at event



FOUR STAR SPONSOR \$550

SOLD ☐ **Reception Sponsor**

- 3 complimentary registrations
- Give away with your logo at the event
- Verbal recognition,
- Signage at event

SOLD ☐ **Luncheon Sponsor**

- 3 complimentary registrations
- Handout on the luncheon tables
- Verbal recognition
- Signage at event

☐ **Name Badge Sponsor**

- 3 complimentary registrations
- Your logo on Name Badges
- Verbal recognition
- Signage at event



THREE STAR SPONSOR \$300

☐ **Registration Sponsor**

- 2 complimentary registrations
- You help Greet Attendees at the Registration Desk
- Verbal recognition
- Signage at event

☐ **Star Awards Sponsor**

- 2 complimentary registrations
- Verbal recognition
- Signage at event

CLEVELAND STARS OF THE INDUSTRY LUNCHEON



FIVE STAR SPONSOR \$1,000

☐ **Keynote Speaker Sponsor**

- 4 complimentary registrations
- 10 minutes to speak
- Verbal recognition
- Signage at event



FOUR STAR SPONSOR \$550

SOLD ☐ **Reception Sponsor**

- 3 complimentary registrations
- Give away with your logo at the event
- Verbal recognition,
- Signage at event

SOLD ☐ **Luncheon Sponsor**

- 3 complimentary registrations
- Handout on the luncheon tables
- Verbal recognition
- Signage at event

☐ **Name Badge Sponsor**

- 3 complimentary registrations
- Your logo on Name Badges
- Verbal recognition
- Signage at event



THREE STAR SPONSOR \$300

SOLD ☐ **Registration Sponsor**

- 2 complimentary registrations
- You help Greet Attendees at the Registration Desk
- Verbal recognition
- Signage at event

☐ **Star Awards Sponsor**

- 2 complimentary registrations
- Verbal recognition
- Signage at event

COLUMBUS STARS OF THE INDUSTRY LUNCHEON



FIVE STAR SPONSOR \$1,000

SOLD ☐ **Keynote Speaker Sponsor**

- 4 complimentary registrations
- 10 minutes to speak
- Verbal recognition
- Signage at event



FOUR STAR SPONSOR \$550

SOLD ☐ **Reception Sponsor**

- 3 complimentary registrations
- Give away with your logo at the event
- Verbal recognition,
- Signage at event

SOLD ☐ **Luncheon Sponsor**

- 3 complimentary registrations
- Handout on the luncheon tables
- Verbal recognition
- Signage at event

☐ **Name Badge Sponsor**

- 3 complimentary registrations
- Your logo on Name Badges
- Verbal recognition
- Signage at event



THREE STAR SPONSOR \$300

SOLD ☐ **Registration Sponsor**

- 2 complimentary registrations
- You help Greet Attendees at the Registration Desk
- Verbal recognition
- Signage at event

☐ **Star Awards Sponsor**

- 2 complimentary registrations
- Verbal recognition
- Signage at event

Sponsorship will be assigned on a first-come, first-served basis. Full payment must accompany your completed contract.
ALL LUNCHEONS: Registration 11:30am, Reception 12:00 noon, Luncheon 12:30pm to 2:00pm

2014 LODGING COUNCIL MEETINGS

Most individual lodging councils of the Ohio Hotel & Lodging Association meet quarterly for a business meeting. These Local Lodging Council Meetings are held for all members to attend. We are now offering these to be sponsored, offering you more opportunity for promotion. They also serve as a forum for current and prospective members to meet and discuss relevant topics to current industry trends.

The Local Lodging Council Meetings will provide another outlet to promote your business. Each lodging council meeting sponsorship includes:

- Promotional recognition in all pre-event notices, registrations, and emails
- On-site promotion with table top display (where applicable) and the opportunity for a brief presentation or welcoming remarks
- A list of meeting attendees for post-event reference upon request



LOCAL LODGING COUNCIL MEETING SPONSOR:

Akron - Jan. 23, 3-4pm	SOLD Full \$300	SOLD 1/2 \$150	/	Oct. 23, 3-4pm	SOLD Full \$300	SOLD 1/2 \$150
Cleveland - Apr. 25, 9-10am	SOLD Full \$300	SOLD 1/2 \$150	/	Oct. 24, 9-10am	<input type="checkbox"/> 1/2 \$150	SOLD 1/2 \$150
Dayton - Feb. 5, 10-11am	<input type="checkbox"/> 1/2 \$150	SOLD 1/2 \$150	/	Oct. 15, 10-11am	<input type="checkbox"/> Full \$300	<input type="checkbox"/> 1/2 \$150
Cincinnati - Apr. 10, 10-11am	<input type="checkbox"/> Full \$300	<input type="checkbox"/> 1/2 \$150	/	Oct. 16, 10-11am	<input type="checkbox"/> Full \$300	<input type="checkbox"/> 1/2 \$150
Columbus - Feb 7, 10-11am	SOLD Full \$300	SOLD 1/2 \$150	/	Aug. 15, 10-11am	<input type="checkbox"/> 1/2 \$150	SOLD 1/2 \$150
NW Ohio - Sept. 16, 11am-12pm	<input type="checkbox"/> 1/2 \$150	SOLD 1/2 \$150				

2014 REGIONAL BREAKFAST / LUNCHEON SERIES

The Ohio Hotel & Lodging Association hosts an annual Breakfast or Luncheon meeting for each of its larger local lodging councils. These meetings follow the form of a typical lodging council meeting, with the addition of hosting statewide experts brought in to speak on current issues in the lodging industry and either breakfast or lunch service. This series is a wonderful opportunity for members (hotelier and Allied alike) to gather relevant information and have questions regarding hot-button issues answered.

Allied Members can benefit from regional exposure through this series, as well as gain valuable insight into current industry trends and topics.

Each Breakfast/Luncheon Series Sponsorship includes:

- Promotional recognition in all pre-event notices, registrations, and emails
- On-site promotion with table top display (where applicable) and the opportunity for a brief presentation or welcoming remarks
- A list of meeting attendees for post-event reference upon request



REGIONAL BREAKFAST/LUNCHEON SPONSOR:

Cleveland Luncheon - January 22	SOLD Full Available \$500	SOLD 1/2 Available \$250
Cincinnati Luncheon - February 27	SOLD Full Available \$500	SOLD 1/2 Available \$250
Columbus Luncheon - May 16	SOLD Full Available \$500	SOLD 1/2 Available \$250
Cincinnati / Dayton Breakfast - July 17	<input type="checkbox"/> 1/2 Available \$250	SOLD 1/2 Available \$250
Cleveland / Akron Breakfast - July 24	SOLD Full Available \$500	SOLD 1/2 Available \$250

SPONSORSHIP PACKAGES FOR OH&LA ALLIED PARTNERS:

Please check the events your company desires to sponsor. Sponsorship will be assigned on a first-come, first-served basis. Full payment must accompany this completed application. If you have other sponsorship ideas, call Cindy at 614-461-6462.

We'll work together to find a package that's right for you!

2014 GENERAL MANAGER RECEPTIONS



Several of the individual lodging councils of the Ohio Hotel & Lodging Association meet annually in the late afternoon for a business meeting and reception. These General Manager Receptions are a fantastic way for Allied Members to get to know GMs in specific regions, as well as other Allied Partners. They also serve as a forum for current and prospective members to meet and discuss relevant topics to current industry trends.

The GM Receptions continue to be some of our most popular and well-attended events. Each reception sponsorship includes:

- Promotional recognition in all pre-event notices, registrations, and emails
- On-site promotion with table top display (where applicable) and the opportunity for a brief presentation or welcoming remarks
- A list of meeting attendees for post-event reference upon request



GENERAL MANAGER RECEPTION SPONSOR:

- | | |
|--|--|
| <input type="checkbox"/> Alkon - April 24 | <input type="checkbox"/> Columbus - December 11 |
| <input type="checkbox"/> 1/2 Available \$250 SOLD 1/2 Available \$250 | <input type="checkbox"/> 1/2 Available \$350 SOLD 1/2 Available \$350 |
| SOLD <input type="checkbox"/> Dayton - April 9 | <input type="checkbox"/> NW Ohio - May 20 |
| SOLD Full Available \$500 SOLD 1/2 Available \$250 | <input type="checkbox"/> 1/2 Available \$250 SOLD 1/2 Available \$250 |

BOARD MEETING SPONSORSHIPS



The Ohio Hotel & Lodging Association Board of Trustees meets only four times per year. The Board consists of 25 of Ohio's top lodging industry executives and represents a wide variety of sectors including Management Companies, Ownership Groups, Small Inns, Bed & Breakfasts, Allied Council Representatives, and Local Lodging Council Chairpersons.

The opportunity to sponsor one of this year's four coveted meetings can exist in one of three luncheons or the breakfast following the Annual Conference & Gala in November.

Each Board of Trustees Breakfast/Luncheon Sponsorship includes:

- Promotional recognition in all pre-event notices, registrations, and emails
- On-site promotion with table top display (where applicable) and the opportunity for a brief presentation or welcoming remarks
- A list of meeting attendees for post-event reference upon request



2014 BOARD MEETING SPONSORSHIP: (\$500 EACH)

- | | |
|--|---|
| SOLD <input type="checkbox"/> February 20 - Luncheon | <input type="checkbox"/> August 21 - Luncheon |
| SOLD <input type="checkbox"/> May 1 - Luncheon | <input type="checkbox"/> November 25 - Breakfast |

SPONSORSHIP PACKAGES FOR OH&LA ALLIED PARTNERS:

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ADVERTISING OPPORTUNITIES

Government Affairs Update Sponsor -

- ☐ \$2,000 for 12 months

Your Company will be at the top of OH&LA's most popular document – our monthly Government Affairs Update. This monthly update is distributed at every OH&LA local lodging council meeting, posted on our website, posted on our blog, and hand delivered to multiple members by OH&LA. This sponsorship also includes your logo and contact information in the Government Affairs section of each of OH&LA's 2014 monthly e-newsletters.

2014 Allied Directory -

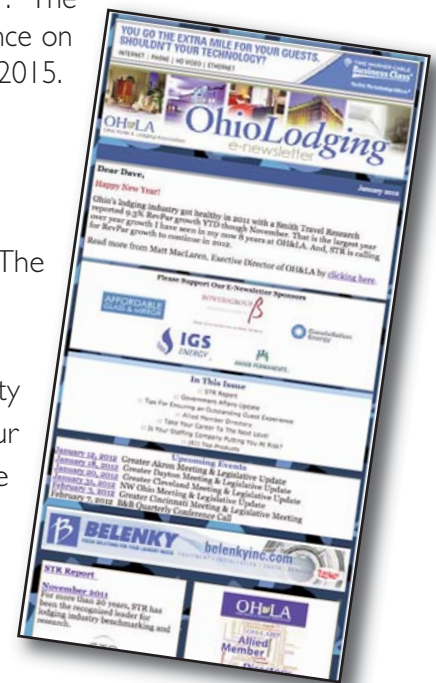
- ☐ \$1,500 for a full page ad in both the 2014 online allied directory & the 2015 OH&LA printed Allied Directory
- ☐ \$1,000 for a 1/2 page ad in both the 2014 online allied directory & the 2015 OH&LA printed Allied Directory

Get your company noticed with an advertisement in the 2014 online allied directory & the 2015 OH&LA printed Allied Directory. The online directory is accessible 24/7 under the ALLIED DIRECTORY tab on OH&LA's www.OhioLodging.com website. It will also be linked to from the OH&LA e-newsletter. The 2015 OH&LA printed Allied Directory will be distributed at OH&LA's Annual Conference on November 24, 2014, and it will be distributed at all OH&LA Local Council meetings in 2015.

OH&LA Monthly E-Newsletter -

- ☐ Top Banner Advertisement - \$1,200 for 12 months
- ☐ 12 Month Logo Advertiser - \$1,000 for 12 months

Drive Hoteliers to Your Business by Advertising in the OhioLodging e-newsletter! The OhioLodging e-newsletter is a monthly publication to educate hoteliers and management companies about your business and products. The E-Newsletter is an effective click-marketing tool to connect with about 2,000 people in Ohio's hospitality industry. Imagine having over 2,000 decision makers a click away from ordering your product. To take advantage of this offer you must hurry as space is limited to three logo advertisers and one banner ad per e-newsletter.



QUESTIONS? Contact: Matt MacLaren, Ohio Hotel & Lodging Association Fax: (614) 224-4714
e-mail: matt@ohla.org, or mail OH&LA, 692 N. High St., Ste. 212, Columbus, OH 43215 Phone: (800) 589-6462 ext. 5

We the undersigned do hereby agree to the following:

Contact Name: _____ Signature: _____

Company: _____

Email: _____ Phone: _____

Address: _____

METHOD OF PAYMENT:

Check for \$ _____ enclosed. (Make check payable to: Ohio Hotel & Lodging Association or OH&LA)

Charge \$ _____ to my, ☐ American Express ☐ VISA ☐ MasterCard

Credit Card #: _____ Expiration Date: _____ CID: _____

Name on Card: _____ Signature: _____

FOR OFFICE USE ONLY: Date Received: _____ Payment INV #: _____ Staff Signature: _____