

OH & LA

OHIO HOTEL & LODGING ASSOCIATION

SERVING OHIO'S LODGING INDUSTRY SINCE 1893

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2015 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

2015 PREMIER PARTERSHIP PROGRAM



Benefits Linked logo on the OH&LA web site • Once a year direct marketing email from OH&LA
 Advanced planning for your budget • Gain more visibility to over 500 lodging properties
 Prime booth location at the OH&LA Annual Conference

| Premier Partnership* | Minimum | Actual |
|--|-----------------|-----------------|
| Allied Membership | \$500 | \$ _____ |
| ***LODGING COUNCIL MEETINGS | \$400 each | \$ _____ |
| ***REGIONAL LUNCHEON/BREAKFAST SERIES | \$600 each | \$ _____ |
| Columbus luncheon | \$600 | \$ _____ |
| Cleveland luncheon | \$600 | \$ _____ |
| Cincinnati luncheon | \$600 | \$ _____ |
| Dayton/Cincinnati Breakfast | \$600 | \$ _____ |
| Akron/Cleveland Breakfast | \$600 | \$ _____ |
| Columbus GM Reception | \$700 | \$ _____ |
| Akron, Dayton, Northwest Ohio GM Receptions | \$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 *Co-sponsorships available

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 2015, 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 16, 2015

The Ohio Hotel & Lodging Association will hold its Annual Conference & Gala and Stars of the Industry Dinner Gala on Monday, November 16, 2015 at the Hilton Columbus Polaris.

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 16, 2015

Sponsorship Opportunities - Reserve your Sponsorship by September 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

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

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

Cocktail Hour & 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

Half page ad in the Allied Member Directory, 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 Event.....\$1000

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

Annual Meeting Sponsor.....\$1000

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

Morning Coffee Break.....\$1000

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

Afternoon Break\$1000

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 Activity 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+

You provide 500 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

Reverse Tradeshow Sponsor\$500

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

Unique Lodging Properties of Ohio Sponsor\$500

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

Bag Stuffing - Multiple Available.....\$250

You provide 350 quantity of your promotional flyer to be stuffed into each attendee's bag by November 2, 2015. Send to OH&LA Offices.

Allied Exhibitor Registration - Members Only:

Full Exhibitor Registration Information will be sent mid-year 2015

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

Add the Cocktail Hour & Dinner Gala for \$95 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.

PLEASE USE THE AGREEMENT AND METHOD OF PAGEMENT FORM ON PAGE 2

REGIONAL STARS OF THE INDUSTRY LUNCHEONS



The Ohio Hotel & Lodging Association is expanding its Cincinnati Stars of the Industry Awards Luncheon in 2015. Cincinnati Stars will now include the hotels of the Greater Dayton Lodging Council. The Cleveland Stars and Columbus Stars will remain the same.

These annual awards luncheons honor individuals from their cities 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 180 attendees – and they continue to grow each year.

CINCINNATI/DAYTON STARS OF THE INDUSTRY LUNCHEON



Thursday, August 27, 2015



CLEVELAND STARS OF THE INDUSTRY LUNCHEON



Thursday, September 3, 2015



COLUMBUS STARS OF THE INDUSTRY LUNCHEON



Thursday, September 10, 2015



Become a Stars of the Industry Sponsor! Complete this form and return it by email, 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 10, 2015. Benefits of each sponsorship are listed below.

**CINCINNATI/DAYTON
STARS OF THE INDUSTRY
AUGUST 27**



FIVE STAR SPONSOR \$1,000

Keynote Speaker Sponsor

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



FOUR STAR SPONSOR \$550

Reception Sponsor

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

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

Prize Wheel Sponsor

- 3 complimentary registrations
- Give away with your logo at the event
- 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
SEPTEMBER 3**



FIVE STAR SPONSOR \$1,000

Keynote Speaker Sponsor

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



FOUR STAR SPONSOR \$550

Reception Sponsor

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

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

Prize Wheel Sponsor

- 3 complimentary registrations
- Give away with your logo at the event
- 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

**COLUMBUS
STARS OF THE INDUSTRY
SEPTEMBER 10**



FIVE STAR SPONSOR \$1,000

Keynote Speaker Sponsor

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



FOUR STAR SPONSOR \$550

Reception Sponsor

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

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

Prize Wheel Sponsor

- 3 complimentary registrations
- Give away with your logo at the event
- 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

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

PLEASE USE THE AGREEMENT AND METHOD OF PAGEMENT FORM ON PAGE 2

2015 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 handouts 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. 29, 3-4pm | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 | / | Oct. 22, 3-4pm | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 |
| Columbus - Feb. 6, 10-11am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 | / | Aug. 14, 10-11am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 |
| Cleveland - Apr. 24, 9-10am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 | / | Oct. 23, 9-10am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 |
| Cincinnati - May 5, 10-11am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 | / | Oct. 13, 10-11am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 |
| Dayton - May 6, 10-11am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 | / | Oct. 14, 10-11am | <input type="checkbox"/> Full \$400 | <input type="checkbox"/> 1/2 \$200 |

2015 REGIONAL LUNCHEON/ BREAKFAST SERIES

The Ohio Hotel & Lodging Association hosts an annual Luncheon or Breakfast 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 Luncheon/Breakfast Series Sponsorship includes:

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

REGIONAL LUNCHEON/BREAKFAST SPONSOR:

| | | |
|--|---|--|
| Cleveland Luncheon - January 30 | <input type="checkbox"/> Full Available \$600 | <input type="checkbox"/> 1/2 Available \$300 |
| Cincinnati / Dayton Breakfast - Feb. 11 | <input type="checkbox"/> Full Available \$600 | <input type="checkbox"/> 1/2 Available \$300 |
| Northwest Ohio Luncheon - April 14 | <input type="checkbox"/> Full Available \$600 | <input type="checkbox"/> 1/2 Available \$300 |
| Columbus Luncheon - May 15 | <input type="checkbox"/> Full Available \$600 | <input type="checkbox"/> 1/2 Available \$300 |
| Cincinnati Luncheon - July 14 | <input type="checkbox"/> Full Available \$600 | <input type="checkbox"/> 1/2 Available \$300 |
| Cleveland / Akron Breakfast - July 24 | <input type="checkbox"/> Full Available \$600 | <input type="checkbox"/> 1/2 Available \$300 |

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!

2015 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 handouts 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:

Akron - April 23

Full Available \$500

1/2 Available \$250

Columbus - December 10

Full Available \$700

1/2 Available \$350

Dayton - July 15

Full Available \$500

1/2 Available \$250

NW Ohio - September 15

Full Available \$500

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, Unique Lodging Properties of Ohio, Allied Member 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 handouts and the opportunity for a brief presentation or welcoming remarks
- A list of meeting attendees for post-event reference upon request

2015 BOARD MEETING SPONSORSHIP: (\$500 EACH)

January 22 - Luncheon

August 20 - Luncheon

**March TBD/
Legislative day** - Luncheon

November 17 - Breakfast

SPONSORSHIP PACKAGES FOR OH&LA ALLIED PARTNERS:

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

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 2015 monthly e-newsletters.

2015 Allied Directory -

- \$1,500 for a full page ad in both the 2015 online allied directory & the 2016 OH&LA printed Allied Directory
- \$1,000 for a 1/2 page ad in both the 2015 online allied directory & the 2016 OH&LA printed Allied Directory

Get your company noticed with an advertisement in the 2015 online allied directory & the 2016 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 2016 OH&LA printed Allied Directory will be distributed at OH&LA's Annual Conference on November 16, 2015, and it will be distributed at all OH&LA Local Council meetings in 2016.

OH&LA Monthly e-newsletter -

- Top Banner Advertisement - \$1,250 for 12 months
- 12 Month Logo Advertiser - \$1,050 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.



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!