



OHIO HOTEL & LODGING ASSOCIATION

2019 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

PREMIER PARTNERSHIP* BENEFITS:

- Consider investing in one of your higher areas of concentration, if not the primary focus, of your service or product
- Receive the highest level of endorsement
- Leadoff entry with logo and links on the OHLA Website
- 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

*All OHLA Premier Partners are approved by the OHLA Board of Trustees. Minimum annual commitment begins at \$5,575.

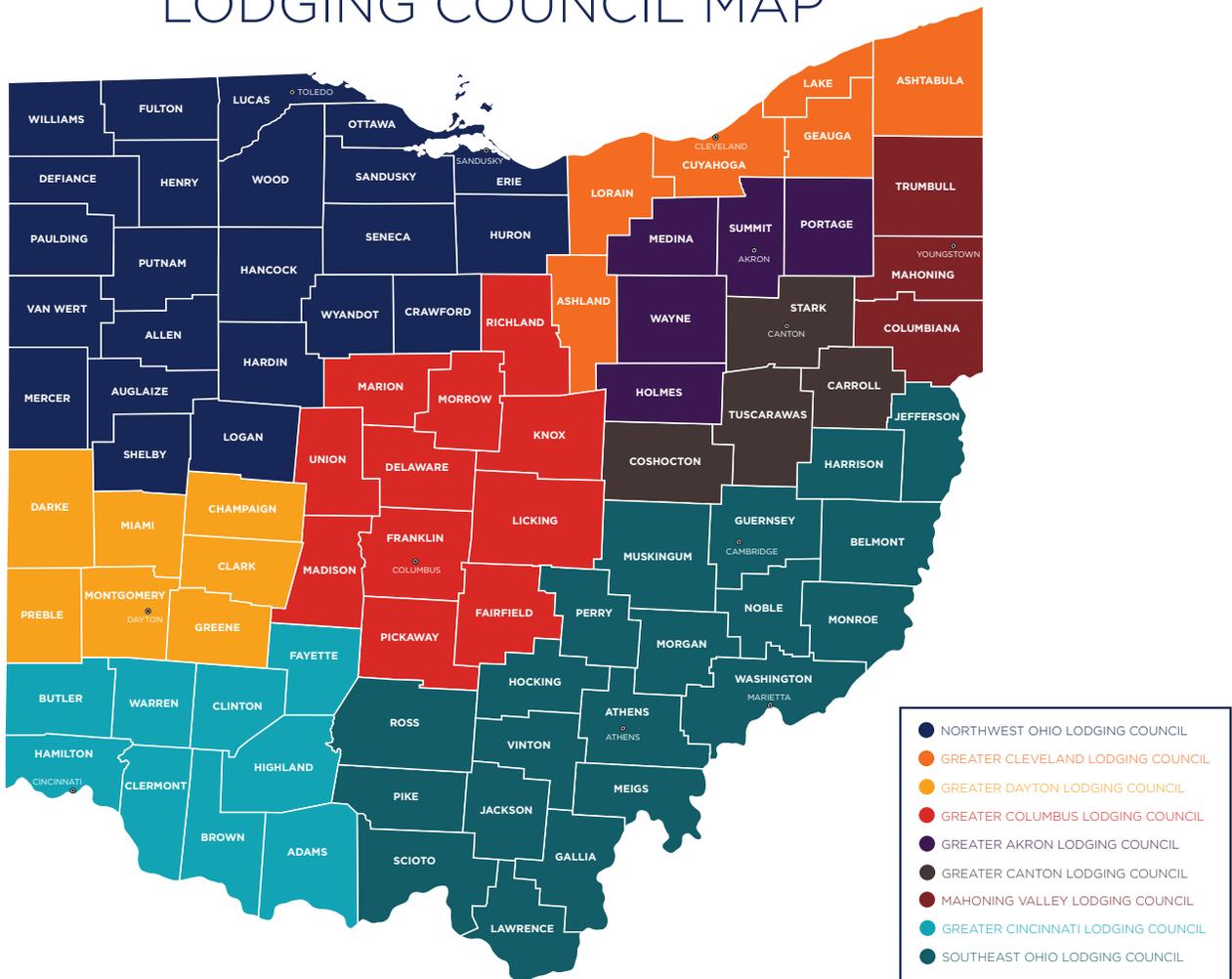
ROI OPPORTUNITIES THROUGH INVOLVEMENT, VOLUNTEERING, VISIBILITY AND CREATIVITY

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

Ask us how we can assist you in increasing your ROI with OHLA in 2019!



LODGING COUNCIL MAP





ADVERTISING OPPORTUNITIES

GOVERNMENT AFFAIRS UPDATE 2019

This monthly report offers members a valuable quick look at current issues facing the lodging industry locally to nationally. Your logo will be featured in the monthly e-Newsletter sent to over 1,900 hoteliers and can also be found online in our Government Affairs section of our website.

SOLD \$1,200 - 6 Months (July-December)

Ask about additional Public Affairs sponsorship opportunities.



ALLIED MEMBER DIRECTORY 2019

Prime advertising is yours for the asking in the 2018-19 online Allied Directory and the 2019-20 printed Allied Directory. The directory is the go-to resource for thousands of OHLA member property employees from the Chief Engineer, to Housekeeping Managers, to the GM, and other Allied Partners. The online directory is accessible 24/7 on OHLA's website www.OhioLodging.com.

The 2019-20 OHLA printed Allied Directory is distributed to you at the beginning of our membership year in July.

- \$2,000 - Full Page Ad - Front-inside cover
- \$2,000 - Full Page Ad - Back cover
- \$1,500 - Full Page Ad - Back-inside cover

2 SOLD \$1,250 - Half Page Ad (multiples)

OHLA MONTHLY e-NEWSLETTER 2019

Drive hoteliers to your business by advertising in the OHLA e-Newsletter. 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 e-Newsletter 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 e-Newsletter has increased industry articles and quick resources, we have expanded the opportunities for you to be seen.



SOLD One Top Banner Advertisement - \$1,950
12 months linking to your customers.

2 SOLD Four Logo Advertisements - \$1,250 each
Consumers link directly to your website.

1 SOLD Three e-Newsletter Banner Ads - \$1,000 each
Be visible to Members as they read through e-News

QUARTERLY INDUSTRY ARTICLE ON WEBSITE

Increase your company's online presence through an industry article on our website. This will be an educational opportunity for our members about your company, services, brand and promotions.

- SOLD** \$400 Quarter 2
- SOLD** \$400 Quarter 3
- SOLD** \$400 Quarter 4

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 or 614-461-6462 if you wish to inquire about the items offered in this brochure or have other sponsorship ideas.



SPECIAL MEETINGS AND REGIONAL EVENTS



WOMEN IN LODGING CONNECT LEADERSHIP LUNCHEONS

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.

- \$2,000 **WIL Sponsor of the Year**
- \$1,200 **Key Sponsor for 3 city leadership events**
- \$1,000 **WIL Event at Conference**

CO-SPONSORSHIPS AT \$200 EACH, MULTIPLES AVAILABLE

Choose one to three cities to be in front of top female management around the state. Vendor tables available.

CLEVELAND **SOLD** \$200
June 4, 2019

CINCINNATI **SOLD** \$200
June 18, 2019

COLUMBUS **SOLD** \$200
June 25, 2019

HOTEL GAMES

Started in February of 2017, this event brings together our hospitality community to participate in an afternoon of friendly competition focused around the Travel & Tourism Industry.

COLUMBUS
February 5, 2019

Greater Columbus Convention Center

- \$100 **Trophies Sponsor**
- \$300 **Banner Sponsor**

CLEVELAND

Date TBD
Location TBD

- \$100 **Trophies Sponsor**
- \$300 **Banner Sponsor**



ALLIED INDUSTRY INSIGHTS EVENTS 3.0

COLUMBUS 2 SOLD

January 31, 2018 • 8:30-11:30 am

CLEVELAND 3 SOLD

February 12, 2019 • 10:30 am-12:00 pm

Best Event Ever — FOR YOU!
And the fastest growing — For Allied Only!

We now offer two a year, in two cities. You will be noticed by other members as a leader in the association, and one who could possibly use your product or service themselves.

We will offer a hotelier panel of varying types of properties and management companies, where you can ask questions directly. This has been helpful to all attendees. Current industry information will be provided for planning your 2019 sales approach.

\$150 - The first FIVE Allied Members to submit a request to sponsor will receive your logo on all promotions at this “must attend” event.

2019 BOARD MEETINGS

You will find a unique assembly of business leaders in the lodging industry or directly connected to it. The Ohio Hotel & Lodging Association’s Board of Trustees consists of varying segments including Management Companies, Ownership Groups, Unique Lodging, Allied Representatives from DMO’s to Educators, and Local Council Chairs.

- Promotional recognition in all pre-event notifications, registrations, and emails
- On-site promotion with handouts and the opportunity for welcoming remarks
- One meeting each year is the OHLA Board Retreat, an exclusive outing where you can have ample time to meet our leaders and participate in fun activities designed to build relationships that will last a lifetime.

BOARD MEETING SPONSORSHIPS:

- | | |
|---|--|
|  \$350 | 2019 BOARD OF TRUSTEES ORIENTATION
February 8, 2019 |
| <input type="checkbox"/> \$600 | 1ST QUARTER
February 21, 2019 |
|  \$600 | 2ND QUARTER
May 16, 2019 |
|  \$1,200 | 3RD QUARTER - BOARD RETREAT
August 15-16, 2019 |
|  \$600 | 4TH QUARTER
November 25, 2019 (at Annual Conference) |



2019 UNIQUE LODGING OF OHIO PROGRAMS

OHLA's ULO Community is made up of professionals who own and/or operate independent properties across the state. These are some of Ohio's most unique accommodations with many in key destination areas. Participants within ULO is broad, from a one bedroom guest house to a 200 room full-service hotel. Leaders in this community and industry make buying decisions for their businesses every day and share their knowledge with participants through the state. Building a relationship with this audience earns you the best kind of endorsement and referral based advertising possible.

ULO SPONSOR OF THE YEAR

Your logo on all communications to this audience throughout 2019. Including but not limited to invitations, important communications, ULO Council agendas and the bi-monthly ULO Update. Invitation for one person to attend ULO's Community Mingle on April 4 and present (maximum of 10 minutes).

SVP \$1,500

ULO COUNCIL MEETINGS

Invitation to present (maximum of 10 minutes) at beginning of ULO Council Meeting which features the key leaders within the ULO Community.

\$500 **July 18, 2019**

ULO CONFERENCE SPONSORSHIP(S) (3 AVAILABLE)

Sponsorship dollars contribute to the ULO-Specific Educational Track and the private ULO Reception at the 2019 Annual Conference. Includes logo on all signage at event and invitations and direct communications specific to ULO education and private reception at Annual Conference. Includes exhibitor booth and one full conference registration.

\$1,000 **ULO Education Session**

SVP \$1,000 **ULO Reception Co-sponsor**

\$1,000 **ULO Reception Co-sponsor**

ULO BI-MONTHLY UPDATE PRESENTING SPONSOR

Online communication is sent to 150 recipients and will include your logo PLUS space for you to give a company update or feature a promotion (maximum 250 characters) in each issue.

\$500

ULO OF THE YEAR AWARD NAMING RIGHTS

The Unique Lodging of Ohio awards are broken into two categories—20 rooms and less; 21 rooms and more. Your sponsorship will show your logo on both awards and you will be noted in the Conference Program as a sponsor. These awards will be presented at the Annual Conference & Gala of 2019 in Sandusky.

SVP \$750



The Local Lodging Council Meetings are a great way to target business in a specific region of the state and introduce yourself. The Breakfasts and Luncheons have you sitting with hoteliers to learn about their needs and create a bond. Our Industry Receptions are highly sought after for extra conversation and trends discussions.

Local Council Business Meetings – 1 hour – A local current issues meeting

Breakfast or Luncheon Meeting – 2 hours – A local in-depth meeting with a speaker and meal, sponsorship available to Full Service Allied Members

Hour Industry Reception – 2.5 hours – A local current issues meeting, followed by a reception, sponsorship available to Full Service Allied Members

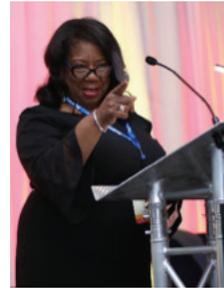
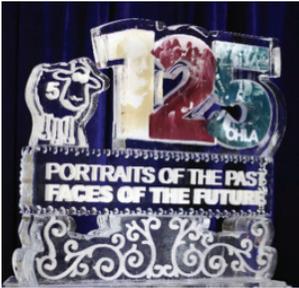
EXCLUSIVE OPPORTUNITY Mixer – 2 hours – A local hotelier networking event for 4 maximum sponsorships per event. OHLA will provide prospective hotel members to attend. YOU and three others will have this exclusive opportunity.

Sponsorship includes:

- Promotional recognition in all pre-event notices, emails and on agenda
- On-site promotion with your handouts, business cards 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 when you sponsor

2019 REGIONAL MEETING SPONSORSHIPS:

Greater Akron	2/12/19 - LC Combo Breakfast	<input checked="" type="checkbox"/> \$450 Half	<input checked="" type="checkbox"/> \$450 Half
	5/9/19 - LC Luncheon	<input checked="" type="checkbox"/> \$400 Half	<input checked="" type="checkbox"/> \$400 Half
Greater Canton & Mahoning Valley	4/16/19 - NEW LC Meeting	<input checked="" type="checkbox"/> \$250 Half	<input checked="" type="checkbox"/> \$250 Half
	10/1/19 - NEW LC Meeting	<input checked="" type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
Greater Cincinnati	3/8/19 - LC Luncheon	<input checked="" type="checkbox"/> \$400 Half	<input checked="" type="checkbox"/> \$400 Half
	7/11/19 - LC Meeting	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	11/7/19 - LC Member Mixer	<input checked="" type="checkbox"/> \$250 Each (4 Max)	
Greater Cleveland	2/12/19 - LC Combo Breakfast	<input checked="" type="checkbox"/> \$450 Half	<input checked="" type="checkbox"/> \$450 Half
	5/10/19 - LC Luncheon	<input checked="" type="checkbox"/> \$400 Half	<input checked="" type="checkbox"/> \$400 Half
	8/7/19 - LC Member Mixer	<input checked="" type="checkbox"/> \$250 Each (4 Max)	
Greater Columbus	1/17/19 - LC Meeting	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	8/1/19 - LC Meeting & Reception	<input checked="" type="checkbox"/> \$600 Half	<input checked="" type="checkbox"/> \$600 Half
Greater Dayton	3/7/2018 - LC Meeting & Reception	<input type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
	6/20/19 - LC Breakfast	<input checked="" type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
Northwest Ohio	2/13/19 - LC Meeting	<input checked="" type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	7/16/19 - LC Luncheon	<input checked="" type="checkbox"/> \$300 Half	<input checked="" type="checkbox"/> \$300 Half
	10/3/19 - LC Member Mixer & ULO Mingle	<input type="checkbox"/> \$400 Half	<input type="checkbox"/> \$400 Half
Southeast Ohio	4/9/19 - LC Meeting	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half
	9/18/19 - LC Meeting	<input type="checkbox"/> \$250 Half	<input type="checkbox"/> \$250 Half



ANNUAL CONFERENCE

KALAHARI RESORTS • NOVEMBER 25-26, 2019 • SANDUSKY, OH

We're on the road in 2019 to Sandusky, OH for our largest gathering of lodging professionals of the year in Ohio. The OHLA Annual Conference is known for national speakers that bring in the hoteliers and your opportunity to Exhibit, have conversations and promote your newest and best products and services for smooth operating properties.

ALLIED MEMBER OPPORTUNITIES:

- Exhibit at the Tradeshow
- Sponsor an activity/service to increase visibility
- Visit with Owners, General Managers, Developers, Management Company Executives, and Key Department Managers
- Promote your business' products and service, while you build relationships
- Participate as a donor to the popular Silent Auction to benefit the Education & Training Fund in support of hospitality training for hotel employees.

Exhibitor Registration will be online and sent 2nd Quarter of 2019. Exhibitor tables and booths available.

2019 CONFERENCE PROGRAM

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

AD SALES - CONFERENCE PROGRAM

AD PROOFS ARE DUE 10/5/2019

- Front - Inside Cover - \$1,000
- Back - Inside Cover - \$1,000
- Half Page - \$500
- Half Page - \$500
- Quarter Page - \$350

PLAN NOW TO BE A SPONSOR!

Reserve your Sponsorship by August 1 - Registration Brochure mailing will include your logo if received by August 1, 2019. All remaining sponsorship opportunities are due to be selected by September 3, 2019. Plan now to Sponsor! Please contact Cindy Sams, cindy@ohla.org or (614) 461-6462, ext. 2, for more information.

SPONSORSHIP OPPORTUNITIES

CONFERENCE VISIBILITY

\$8,000 • The Ohio Hotel & Lodging Association Annual Conference & Gala Presenting Sponsor

Lead Annual Conference sponsor for exceptional national speakers and attendee experiences. Eight Full Registrations to the Annual Conference, Speaking opportunity at Dinner Gala, Exhibitor booth, signage and listing in the Conference Program as Presenting Sponsor.

\$2,500 • Stars of the Industry Awards Sponsor **SOLD**

Two Full Registrations to the Annual Conference, Exhibitor booth, signage at event, listed in the Conference Program; logo on Stars Banner for photography

\$1,500 • Photography Sponsor

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Registration Desk Sponsor

Bring a banner or work with OHLA to make your sponsorship more visible. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Conference Bag Sponsor **SOLD**

You purchase the conference bags in addition to the sponsorship. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Conference Signage

Your logo on all Annual Conference signs, you pay for the production of the signs. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Lanyard and Name Badge Sponsor **SOLD**

Your logo on all lanyard/badge combinations, you pay for the production of the lanyards and badges. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Ice Sculpture

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event



2019 ANNUAL CONFERENCE & GALA NOVEMBER 25-26, 2019

\$1,000 • VIP Lounge

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Premium Exhibitor Booth

Multiples, up to three-(Double booth size 12' wide) One Full Registration to the Annual Conference, Premium Exhibitor booth, listing in the Conference Program

NEW—Visibility options for the Conference Bags—Quantity is 400

1. If you take a sponsorship valued at \$2,000 and above — you may send OHLA a small item at no additional fee to be placed in our Conference Bags
2. If you take a sponsorship of \$1,000-\$1,500, you may add a small item in our Conference Bags for \$100
3. If you cannot attend the 2019 conference, send a small item to be placed in our bags, and pay \$250

CONFERENCE EVENTS

\$4,500 • Stars of the Industry Dinner Gala Sponsor **SOLD**

Four Full Registrations to the Annual Conference & Gala, signage at Dinner Gala, Speaking opportunity at Dinner Gala, includes Exhibitor booth, listed in the Conference Program, Reserved Table if requested prior

\$3,250 • Luncheon Sponsor **SOLD**

Three Full Registrations to the Annual Conference & Gala, speaking opportunity at Conference Luncheon, Reserved Table if requested prior, Exhibitor booth, signage at Event, listed in the Conference Program

\$1,000 • Cocktail Hour Sponsor

Your logo on all promotions and signage at the event; You supply logo'd napkins or drink stirrers, above sponsorship fee

\$1,000 • Silent Auction Sponsor **SOLD**

Your logo on all promotions and signage at the event. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program

\$1,000 • Annual Business Meeting **SOLD**

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at Event

\$1,000 • Morning Break Sponsor

Your logo on all promotions and signage at the event. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program

\$1,000 • Afternoon Break Sponsor

Your logo on all promotions and signage at the event. One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program

CONFERENCE PROGRAMMING

\$2,250 • Opening Session Sponsor **SOLD**

Two Full Registration to the Annual Conference, listed in the Conference Program, Exhibitor booth, signage at event

\$2,250 • Closing Session Sponsor

Two Full Registration to the Annual Conference, listed in the Conference Program, Exhibitor booth, signage at event

\$2,000 • Education Sponsor Session 1 **SOLD**

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

\$2,000 • Education Sponsor Session 2

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

\$1,000 • Unique Lodging of Ohio Session Sponsor

Logo on all promotions and signage at the event, Exhibitor booth Opportunity to welcome attendees to this main session, it's well attended

\$2,000 • Conference Speaker Support — Multiple*

Two Full Registration to the Annual Conference, listed in the Conference Program, Exhibitor booth, signage at event (*up to four)

CONFERENCE RECEPTIONS AND ACTIVITIES

\$2,500 • Entertainment Sponsor

Two Full Registration to the Annual Conference, listed in the Conference Program, Exhibitor booth, signage at event

\$1,000 • Conference Activity

Your logo on all promotions and signage at the event, Exhibitor booth. This can be a "creative" opportunity for you to connect to the hoteliers at conference

\$1,000 • Owner/Management Company Executive Event **SOLD**

Sponsor, logo on all invitations and signage at the event. A private, by invitation only reception

\$1,000 • Unique Lodging of Ohio Reception Sponsor 1 **SOLD** Logo on all invitations and signage at the event, exhibitor booth. *Two exclusive sponsorships available*

\$1,000 • New Member Reception Sponsor

Logo on all invitations and signage at the event, Exhibitor Booth. An exclusive sponsorship for this reception

\$1,000 • Women in Lodging CONNECT **SOLD**

Event, logo on all promotions and signage at the event, Exhibitor Booth or a management company's ability to sponsor

CONFERENCE STAGING & PRODUCTION

\$1,000 • AV Sponsor

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Wi-Fi Sponsor

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

\$1,000 • Charging Station

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

Open • Mobile Connections Sponsor

One Full Registration to the Annual Conference, Exhibitor booth, listing in the Conference Program, signage at event

BASIC BENEFITS TO ALL SPONSORS

A 6' skirted table, chair, a list of attendees about one week out, logo in all promotions and on the Conference webpage, signage at the event.

Note: we need the correct names of those attending by Nov. 7, 2019 for name badges.

Your level of sponsorship gives you the following:

\$8,000 Eight Full Registrations	\$2,000 Two Full Registrations
\$4,500 Four Full Registrations	\$1,500 One Full Registration
\$3,250 Three Full Registrations	\$1,000 One Full Registration

Additional Attendee rates are available, all persons attending the conference MUST be registered.

REGIONAL STARS OF THE INDUSTRY AWARDS PROGRAM



You can nominate an employee! Then continue that support with a sponsorship of one of our categories of awards or a Sponsor Package. Distribute your presence across the state and make the Stars of the Industry Program a must in 2019. The reward factor in itself

is all the reason you need to be behind the work of these Ohio hotel employees. More varied size hotels will be joining the mix this coming year.

Interest has grown and we are seeing more nominations from more properties in each region. The Ohio Hotel & Lodging Association values this acknowledgment of the highest dedicated employees in our state. Please consider supporting these award luncheons around the state, the categories and at the Annual Conference & Gala. The regional cities below will hold luncheons late August/early September. Ask about the opportunity to have a vendor table with your sponsorship.

NAMING RIGHTS FOR STARS CATEGORIES

A growing category **AND** one more way to BE VISIBLE! Another way to diversify your marketing dollars and be in front of the top hotels in the state, in each of Dayton, Columbus, Cleveland, Cincinnati. Available at each City Stars Awards Program and the Ohio Stars of the Industry Program. You will be the named sponsor of a specific award. Choose one your company is related to or passionate about.

Each Category is \$1,250 and includes the following benefits: (Exception ULO is \$750)

- Your company's name on the award
- One person complimentary at each city's Luncheon
- Annual Conference Gala Fee NOT included
- Award has First Right of Refusal rights
- **Server of the Year** (Has first Right of Refusal) **SOLD**
- **Housekeeper of the Year** (Has first Right of Refusal) **SOLD**
- **Front Desk Associate of the Year - Be the first!**
- **Supervisor/Manager of the Year** (Has first Right of Refusal) **SOLD**
- **Service Super Star of the Year** (Has first Right of Refusal) **SOLD**
- **General Manager of the Year** (Has first Right of Refusal) **SOLD**
- **Leadership Team of the Year - Be the first!** **SOLD**
- **ULO of the Year** (Has first Right of Refusal) 20 rooms or less; 21 rooms and over **SOLD**

DAYTON ★ AUGUST 27, 2019

CLEVELAND ★ AUGUST 29, 2019

COLUMBUS ★ SEPTEMBER 5, 2019

CINCINNATI ★ SEPTEMBER 13, 2019



\$4,000

KEYNOTE SPEAKER SPONSOR PACKAGE

Benefits: 4 complimentary registrations each luncheon, Online recognition, Ten minutes to speak, Raffle an item at the luncheon, Signage and Vendor table

SOLD:
COLUMBUS
CLEVELAND

\$3,000

RECEPTION SPONSOR PACKAGE

Benefits: 3 complimentary registrations each luncheon, Online recognition, Raffle an item at the luncheon, Signage and Vendor table

SOLD \$3,000

LUNCHEON SPONSOR PACKAGE

Benefits: 3 complimentary registrations each luncheon, Online recognition, Raffle an item at the luncheon, Signage and Vendor table

\$2,200

REGISTRATION SPONSOR PACKAGE

Benefits: 2 complimentary registrations each luncheon, Give-a-way item at registration, Online recognition, Signage and Vendor table

SOLD \$2,200

NAME BADGE SPONSOR PACKAGE

Benefits: 2 complimentary registrations each luncheon, Online recognition, Your logo on Name Badges, Signage and Vendor table

SOLD \$1,000

STARS SIGNAGE SPONSOR PACKAGE

Benefits: 1 complimentary registration each luncheon, Online recognition, Your logo on Name Badges, Signage and Vendor table

CONTACT INFORMATION

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 • 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; college & university outreach; workforce development connections; internships, philanthropic events

cindy@ohla.org • 614.461.6462, x2

Lauren Stazen***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; information on new hotel builds

lauren@ohla.org • 614.461.6462, x4

Halle Markwas***Manager of Strategic Partnerships & Initiatives***

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 & 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, x6

Michele Marcinick***Communications & Events Coordinator***

Event scheduling and logistics; Annual Conference & Events Committee; 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



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

SERVING OHIO'S LODGING INDUSTRY SINCE 1893

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