

Exhibitor Toolbox
2018 OHLA Annual Conference

Event Information:

Monday November 19th and Tuesday October 20th

Nationwide Hotel and Conference Center

100 Green Meadows Dr S, Lewis Center, OH 43035

NorthPointe Ballroom – Virginia Building ([Map Here](#))

Booth Set up begins at 12:30pm on Monday

Booth Tear Down begins at 3:15pm on Tuesday

Please do not tear down before 3:15. You will forfeit your spot for 2019.

Logistics:

- Booths are a 6ft skirted table - 2 ft on either side and 1ft behind
- Electricity Provided at a cost of \$10; if interested contact Kristen Bland at kbland@nationwidehcc.com
- Wifi is free available to everyone
- All signage that must be hung on ballroom walls must be handed over to nationwide in advance of the conference. **They are due to Nationwide NO LATER than November 16.**

Monday November 19th, 2018		
Start Time	End Time	Function
11:00 AM	12:00 PM	Executive Meeting
11:30 AM	1:00 PM	Silent Auction Set -Up
12:00 PM	2:00 PM	Board Meeting
12:00 PM	7:00 PM	Registration
12:30 PM	2:30 PM	Exhibitor Set-up
3:00 PM	7:00 PM	Silent Auction
3:00 PM		Exhibitor Experience Opens
2:30 PM	4:30 PM	WIL/HFTP Event
4:00 PM	5:00 PM	New Member Reception
4:00 PM	5:30 PM	ULO Reception
4:30 PM	5:30 PM	Owner/Mgt Company Reception
6:00 PM	7:00 PM	Cocktail Hour in Exhibitor Hall
7:00 PM		Silent Auction Closes
7:00 PM	10:00 PM	Gala Dinner
Tuesday November 20th, 2018		
6:00 AM	7:00 AM	Morning Wellness - Yoga
7:00 AM	10:00 AM	Registration
7:00 AM		Silent Auction Opens
7:30 AM		Exhibitor Experience Opens
7:30 AM	8:15 AM	Breakfast
8:30 AM	9:30 AM	Voice Activated Hospitality
8:30 AM	9:30 AM	B&Bs Unbound: The State of B&Bs In the US
9:30 AM	10:15 AM	Exhibitor Break / Food Break
10:15 AM	11:45 AM	Student Session
10:30 AM	11:30 AM	The Future of Hotels: The Lifestyle Brand
10:30 AM	11:30 AM	Serving Guests with Challenges: A Service Animal Discussion
10:30 AM	11:30 AM	Writing a Winning RFP
10:30 AM	11:30 AM	Buy Into Who You Are: Dos and Do Nots of Creative Marketing
10:30 AM	11:30 AM	Communication for Unique Properties
10:30 AM	11:30 AM	Legal Challenges & YOUR Liability
11:45 AM	1:30 PM	Luncheon/Annual Meeting
1:30 PM	2:00 PM	Exhibitor Break / Dessert Break
2:00 PM	3:00 PM	Changing the Conversation from #MeToo to #NotHere
2:00 PM	3:00 PM	Thanks for Coming in Today - Creating a Culture Where Employees Thrive and Customer Service is Alive
2:00 PM	3:00 PM	Persuasive Presentations
2:00 PM	3:00 PM	Innkeeper = CEO: Working ON Your Business, Not IN Your Business
3:15 PM	4:15 PM	The Emotionally Intelligent Leader
4:15 PM	4:45 PM	Silent Auction Payout

This event marks our 125th Birthday. So, we want to go all out! This begins with our theme: “Portraits of the Past, Faces of the Future”. We need your help to perpetuate this theme and make this year’s annual conference a success!

What’s New About This Year: Exhibitor Experience

- This year all exhibitors will be in one central location, the Northpointe Ballroom
- All food breaks will be happening in the exhibiting space, including the cocktail hour on Monday night. All are invited to the cocktail hour!
- There will be opportunities for allied members to showcase new products and ideas on space for a period 3 minutes per exhibitor break. **See more below.**
- To fully incorporate our theme of “Portraits of the Past, Faces of the Future” this year we are assigning a section of booths to particular era of time. We ask that you as an exhibitor try to incorporate this era into your booth set up as best as you can. Whether it’s displaying your company’s history during that time period, dressing up, or even providing themed giveaways, we appreciate your creativity!
 - Eras will be assigned along with booth numbers
 - Eras are:
 - The Gold Rush (1800s)
 - The Roaring 20s
 - Happy Days (50s)
 - Disco and Funk (70s)
 - Let’s Jazzercise (80s)
- Best Booth Contest – **Winner gets a complementary booth at the 2019 Annual Conference!** Attendees will be voting on the booth that incorporates the theme the best.

All of these opportunities are meant to help you have more time to interact with attendees.

Exhibitor Experience Showcase:

- This is your 3 minutes of fame! There will be timed opportunities, mainly on Tuesday from 7:30am, during breakfast and throughout the breaks, for you to literally be on stage promote something new and different with your company, demo a new product, or tell a bit of interesting history about your company. Draw attention to your booth. Again, we invite you to be creative!
- We would like to make note that is NOT a sales pitch.
- **If this is something you are interested in taking part in, please contact Michele Marcinick at michele@ohla.org or 614-461-6462 ext.1 to sign up!**

Exhibiting Expectations:

- Expectations of the exhibitor and their additional exhibitors, ALL must Register with OHLA to be in attendance at this event.
- ALL hanging signage must be handed over to Nationwide in advance of the conference.

***See the Attached Rules and Regulations Sheet**

Meal Information:

- If you purchased a full registration including the Gala you receive:
 - Dinner Monday evening
 - Breakfast and Lunch Tuesday
 - Morning and Afternoon break on Tuesday
- If you purchased a full registration without the Gala you receive:
 - Breakfast and Lunch Tuesday
 - Morning and Afternoon break on Tuesday

***Please notify OHLA if NOT attending Gala Dinner or Luncheon and have paid for it**

Room Reservation Information:

- We have a hotel room block at the Nationwide Hotel for \$119+ plus tax on the evenings of Sunday November 18 and Monday November 19. Please call (614) 880-4300 and mention the OHLA Conference when making your reservations. This block will be available until October 26 or until sold out. Reservation requests received after the cut-off date will be offered on a rate and space available basis.

2018 OHLA Annual Conference & Gala-

Rules and Regulations

Exhibits open November 19th 3:00 pm at the Nationwide Hotel & Conference Center.

Payment: DUE WHEN REGISTERING, (preferred by 9/1/2018); 10/1/2018 is cut-off or when full.

Full payment and signed contract must be received at OHLA offices by this date to exhibit. An exhibitor not making payment in accordance with the specified date forfeits all rights, claims and reservations to space assigned.

Refunds: Cancellations must be made in writing and received at OHLA offices by 10/3/2018. Full refund, less a \$125 processing fee, will be applied for any cancellations before this date. No refunds after 10/3/2018.

Installation and Dismantling: Exhibitors will set up their exhibits between 12:30-2:30 pm Monday 11/19; The exhibits may be dismantled on Tuesday 11/20 at 3:15 pm, but not before 3:15 pm. Please contact Mike Moseley if you need to store your exhibit materials overnight; there may be a cost associated with overnight storage. Also, see shipping Information.

Gain some face time! Continuing in 2018!

As an Exhibitor, you can send in 25 words or less, as to why a hotelier should “stop by” your booth. We’ll post on social media prior to the event. michele@ohla.org

Liability: It is expressly understood and agreed between exhibitor and the OHLA that the OHLA shall be under no liability for loss of or damage to goods or property of exhibitors, or personal injury to the exhibitor or exhibitor's employees, and each exhibitor on signing this contract expressly releases the OHLA from and agrees to indemnify them against all claims. The OHLA shall have full power in the interpretation and enforcement of all rules and regulations herein contained and the power to make such amendments thereto and such further rules and regulations as they consider necessary for the proper conduct of the show.

Attire:

Day program – Business, Business Casual

Cocktail Hour - Themed Wear, Cocktail or Business

Dinner Gala – Cocktail or Business

Shipping Information

Property's receiving entrance is open from 8am - 5pm Monday through Friday. Any materials being sent to Property must be marked as follows:

1. ADDRESS PACKAGE AS FOLLOWS:

HOLD FOR ARRIVAL

ATTN: Guest's Name & Organization

NAME OF EVENT

ARRIVAL DATE: 00/00/00

Receiving Dept./Package Room

Nationwide Hotel and Conference Center

100 Green Meadows Drive South

Lewis Center, Ohio 43035

2. COMPLETE RETURN ADDRESS

3. MARK ON BOX SEPARATELY:

Kristen Bland

Number of Boxes (Ex: Box 1 of 1, Box 1 of 2, etc.)

Due to limited storage space, Property is able to accept items up to three (3) days prior to Group's meeting or event. Additional shipping and handling information is available when requested.

Materials should not arrive before November 15, 2018

