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OHLA

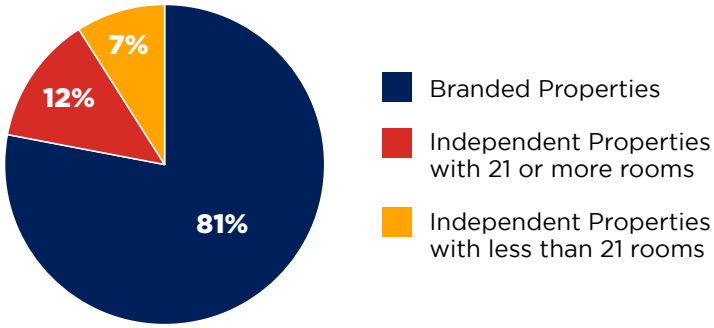
OHIO HOTEL & LODGING ASSOCIATION

2026 SPONSORSHIP & ADVERTISING OPPORTUNITIES

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 the smallest to the largest; from rural, tourist destinations, to major metros and everywhere in between.

Property Members



OHLA members make purchasing decisons on products and services, including:

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

The diversity of our membership is illustrated by these examples which are just a representative sample:

- 21C Museum Hotel Cincinnati
- AC Hotel Dayton
- Concord Hospitality
- Great Ohio Lodges
- Home2 Suites by Hilton Canton
- InterContinental Hotel Cleveland
- Kalahari Resort – Sandusky
- Middletown Hotel Management
- The Ohioan Hotel and Event Center
- Red Roof
- Renaissance Columbus Downtown
- Sauder Heritage Inn at Sauder Village
- Shaner Hotel Group
- The Casa & Villas at Gervasi Vineyard

EVENT TYPES

Local Lodging Council Meetings

Regional business meetings focused on local issues & updates occurring in all 9 local lodging councils throughout the year. Hoteliers of all experience levels are welcome.

Stars of the Industry Luncheons

Our second-largest events in Cincinnati, Cleveland, Columbus, and Dayton. These celebratory events occur in late summer and bring together a diverse representation of property departments and associate levels. You can expect to network with line-level associates, supervisors, managers, General Managers, Area Managers, sales leaders, and ownership & management company representatives.

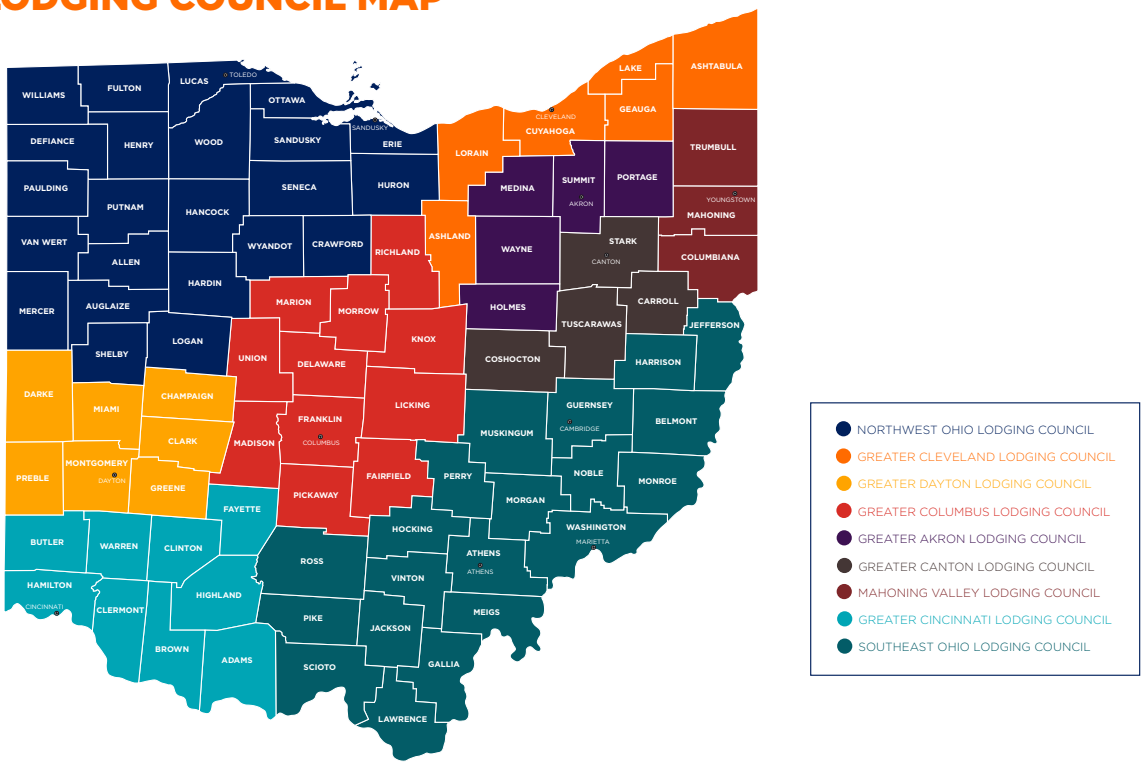
Annual Conference & Gala

The largest gathering of lodging professionals in the state of Ohio. The Annual Conference & Gala occurs annually the second to last week of November. This event has seen over 500 guests including line-level associates, supervisors, managers, General Managers, Area Managers, Sales Leaders, and ownership & management company representatives. Take part in this 2-day conference complete with education, networking, trade show, awards gala, and MORE!

Regional Lodging Council & Membership Mixers

A series of regional lodging council meetings and membership recruitment mixers are held throughout the state. Sponsorship of such events positions your company as a trusted industry supporter.

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 VENDOR 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 ever-changing 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 via full access to membership list; Volunteer on one of the impactful OHLA committees and councils with members from across the state.

Be Recognized as an Industry Partner

Promote your business through your free *Allied Vendor 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 Vendor* logo for co-branded 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.

OUR 2026 PREFERRED PARTNERS

BMS CAT
RESTORE. REBUILD. RECOVER.

DEFENOVATE

encore
EVENTS THAT TRANSFORM

Lasting Impressions Event Rental
Cincinnati · Cleveland · Columbus

MARKEY'S
CREATING DEFINING EXPERIENCES

MILLS JAMES
VIDEO | EVENTS | CREATIVE

sedgwick

THANK YOU FOR YOUR SUPPORT!

2026 Preferred Partnership Benefits

- Receive the highest level of endorsement
- Advance planning for your budget-total annual commitment agreed in advance
- Owner–Management–Investor (OMI) quarterly Preferred Partner Spotlight distributed to more than 500 individual contacts representing nearly 100 companies nationwide
- Exclusive direct marketing on your behalf from OHLA to members
- Hyperlinked logo in banner rotation on OHLA homepage at ohiolodging.com
- Full-page ad in the printed *Allied Vendor Directory* in addition to traditional listing
- Hyperlinked logo on landing page of digital *Allied Vendor Directory*
- Prime Exhibiting location at the Annual Conference & Gala and opportunity to choose your booth

All OHLA Preferred Partners are approved by the OHLA Board of Trustees. Minimum annual commitment begins at $7,500, inclusive of membership investment dues.

TESTIMONIALS

"Our experience sponsoring OHLA has been extremely positive. The Association offers unmatched access to hotel ownership, management, and decision-makers, along with well-organized events that encourage genuine engagement. OHLA has been a valuable partner in helping us grow our presence within Ohio's hospitality community." - **BMS CAT**

"Allied Member sponsorship through OHLA has been instrumental in building meaningful brand awareness and long-term trust. At SJB Management Inc., we've developed strong partnerships with numerous vendors who were either established or emerging OHLA Allied Members, and many of those relationships began with introductions made through the association."
– **SJB Management Inc.**

LODGING CONNECT: REGIONAL COUNCILS & MEMBERSHIP MIXERS

Sponsor a series of Regional Lodging Council Meetings and Membership Recruitment Mixers held throughout the state. Regional Lodging Council Meetings provide a structured forum for lodging professionals to come together with colleagues to discuss key issues facing the industry at both the state and local levels, receive updates on OHLA initiatives, and learn about marketing and development efforts within their regions.

Sponsoring a membership recruitment event positions your company as a trusted industry supporter, provides early access to new and prospective association members, and creates meaningful relationship-building opportunities in a relaxed, social setting. Your support directly contributes to growing the association's membership and strengthening advocacy efforts on behalf of the lodging industry.

Sponsorship • $5,500

Co-sponsorship or regional sponsorship available

SOLD **Co-sponsorships** ☐ **Regional Sponsorships**

Your company will have sponsorship of all local lodging council business meetings and membership recruitment mixers

Presenting Sponsor will receive:

- Company logo on all business meeting pre-event notices & communications
- Opportunity to present 3-5 minutes or provide a 30-60 second commercial/promotion to be played at the beginning of the meeting
- Opportunity to welcome and greet attendees
- Opportunity to provide collateral and/or giveaway items
- Exhibitor Table
- 2 registrations per meeting or mixer

"Sedgwick is pleased to be an ongoing sponsor of the Ohio Hotel & Lodging Association. Through sponsorship and involvement in OHLA events like Stars of the Industry, Sedgwick has unmatched visibility and has become known as the trusted Workers' Compensation resource to hoteliers, risk managers, and controllers. Sedgwick's sponsorship reinforces our commitment to the industry and that commitment is reciprocated by other members and the OHLA staff. – **Sedgwick**

"Being an OHLA allied member has greatly elevated Mills James' visibility and strengthened our brand presence. It has provided a powerful platform to highlight not only our live event support, but also our capabilities in Video Production and Virtual Production—areas that truly set us apart from competitors. Most importantly, our allied membership allows us to give back to an industry that is essential to our company's success. We also deeply value the connections and relationships we've built within Ohio's hotel community through our membership." – **Mills James**

UNIQUE LODGING OF OHIO

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.

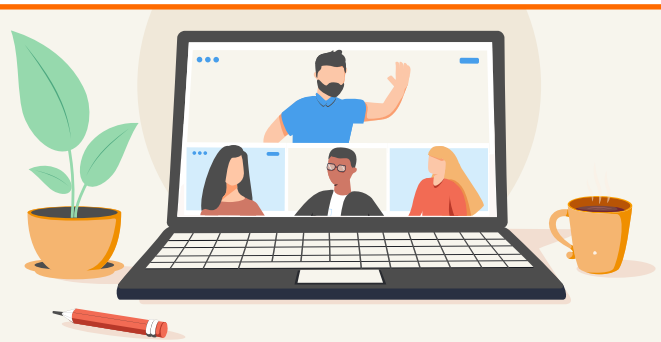
☐ **Community Catalyst • $1,000**

Recognized as the ULO presenting sponsor for:

- Community Interest Groups
- Webinar Series
- Unique Lodging of Ohio Property of the Year
- Naming Rights presented at the State Stars of the Industry Awards and at Annual Conference
- Company logo included on all ULO Communications

☐ **ULO Conference Session Sponsorship • $2,500**

- Sponsor will be in the room that all ULO tracks during annual conference
- Sponsor can introduce all sessions and have a 5 min intro on their product/service
- Ability to place collateral on seats
- Table inside the room for display purposes
- Logo on all conference sponsor materials and signage
- Includes 1 registration for the show and gala and exhibitor booth



ULO You Host Us Sponsorship

Interested in offering education for the independent lodging community? Provide your time and training for our 2026 Webinar series! Opportunities are still available.

INNOVATION & TECHNOLOGY

OHLA's Innovation & Technology initiative was created to bring new partners with needed solutions into our industry, to identify pain points for hotels that can be addressed through creation and adoption of new ideas, to support emerging technologies in the hospitality space through R&D, funding, marketing and promotion, and to involve public agencies with resources in helping facilitate these solutions. A new generation of travelers, comfortable with technology, will see value in hotels that are adapting technology that allows self-service, flexibility, and a better guest experience.

Your company will be recognized as a forward-thinking innovative leader by supporting this initiative and the future of the lodging industry.

☐ **Innovator Sponsorship • $2,500**

- Recognition as presenting sponsor of the Innovation & Technology committee & happenings
- Company logo on all innovation & technology-related communications and promotions; included on committee agendas and communications
- Banner ad as part of the quarterly Innovation & Technology eNewsletter

Tech Champion Sponsorship • $500

- Company logo included at footer of innovation & technology-related communications & promotions and footer of quarterly Innovation & Technology eNewsletter

☐ **$500** ☐ **$500**

OHIO HOTEL & LODGING ASSOCIATION
WOMEN IN LODGING
WIL CONNECT

WOMEN IN LODGING (WIL) CONNECT

The OHLA Women in Lodging (WIL) CONNECT sponsorships align your company with OHLA's focus to grow female leadership in the lodging industry—a crucial step in advancing our industry. WIL CONNECT is a consortium of leaders from 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.

SOLD Presenting Sponsorship • $6,500

This sponsorship includes presenting sponsorship for OHLA's Annual Statewide WIL Leadership Luncheon and the WIL Session at Annual Conference & Gala.

Presenting Sponsor will receive:

- Speaking opportunity to kick-off the WIL Luncheon
- Company logo & branding on all statewide communications to hoteliers, management companies & ownership groups
- Social media recognition pre & post event
- Opportunity to provide raffle item or giveaways
- Recognition as sponsor for the Women in Lodging Session at OHLA's Annual Conference & Gala
- Opportunity to introduce session speaker at annual conference

In addition to direct recognition associated with the luncheon & WIL Session at Annual Conference, you'll receive:

- Display ad on Ohio Women in Lodging webpage
- Company logo recognized as an Annual Conference & Gala sponsor
- One Exhibitor Booth (includes 1 full conference registration)

SOLD Leadership Luncheon Sponsor • $3,500

- Covers a portion of food & beverage costs for attendees
- Branding on menu cards and table tents
- Exclusive branding on beverage stations
- Social media recognition pre and post event

SOLD Leadership Luncheon Keynote Speaker Sponsor • $2,500

- Covers honorarium for keynote
- Logo recognition in introduction and program
- Introduction of keynote speaker at luncheon
- Social media recognition pre and post event

SOLD Leadership Luncheon Registration Sponsor • $1,000

- Opportunity to welcome attendees at registration
- Branding on check-in signage and name badges

WIL CONNECTion Hosts • $1,500

Throughout the year, the WIL Advisory Council organizes intimate networking opportunities throughout the state over coffee or cocktails. This is your company's opportunity to host! As a host, your company will organize (with the support of a WIL Advisory Council member and OHLA staff) and host the event. OHLA will simply provide means for registration and communications regarding the event. Company must work with OHLA to secure date ahead of time.

- Company logo & branding on all statewide communications to hoteliers
- Social media recognition pre & post event
- Company logo on Women in Lodging webpage

SOLD **$1,500** ☐ **$1,500** ☐ **$1,500**

EDUCATION & WORKFORCE

Be a catalyst in growing Ohio's lodging workforce, advancing future leaders, and supporting key initiatives that move our lodging industry forward.

OHLA Annual Conference & Gala Student Education Day

In conjunction with its Annual Conference and Gala, OHLA proudly hosts Student Education Day, an experience designed to inspire, educate, and connect the next generation of hospitality leaders with industry professionals. This impactful day focuses on career exploration, hands-on learning, and meaningful networking, helping students envision their future within Ohio's hospitality and lodging industry. Sponsorship opportunities offer a unique way to support workforce development, while gaining visibility and direct engagement with emerging talent. Each level is designed to showcase your commitment to the future of our industry.

☐ **Platinum Sponsor—Exclusive Main Partner • $2,500**

- Naming rights (e.g., "Student Education Day presented by ___")
- Logo on all event signage, program materials, and conference homepage
- Complimentary exhibitor table in high-trafficked area
- Opportunity to speak or introduce opening session
- Dedicated social media spotlight posts pre/post event
- Opportunity to provide swag to students

☐ **Gold Sponsor • $1,500**

- Logo on all event signage, program materials, and conference homepage
- Branded break (drinks/snacks) during education day
- Speaking opportunity at one session
- Dedicated social media spotlight posts pre/post event

☐ **Silver Sponsor • $1,000**

- Logo recognition on event signage, program materials, and conference homepage
- Recognition during sessions
- Dedicated social media spotlight posts pre/post event

EMERGING PROFESSIONALS

OHLA Emerging Professionals connects companies with the next generation of hotel and lodging industry leaders. Through high-impact networking, education, and career development, the program attracts ambitious, rising talent. Sponsoring Emerging Professionals gives your company direct visibility, brand recognition, and meaningful engagement with future decision-makers in hospitality.

☐ **Third Thursday Presenting Sponsor • $2,500**

Presenting sponsor will receive:

- Recognition & attendance at 8+ events throughout the year
- Opportunity to host reception at Emerging Professionals event of choice
- Social media recognition prior to each event
- Company logo on all Emerging Professionals invitations & statewide communications
- Display ad on our Emerging Professionals webpage

INTERESTED IN HAVING AN EXHIBITOR TABLE THROUGHOUT THE YEAR?

All Allied Vendors are eligible to have a booth at a non-conference event including Local Lodging Council Meetings, Women in Lodging Luncheon, & Regional Stars of the Industry Luncheons.

EXHIBITOR TABLE PRICING

Sponsor* • $350
Non-Sponsor • $500

**Any sponsor in 2026 is eligible for sponsor pricing.*

OHIO HOTEL & LODGING EDUCATIONAL FOUNDATION GOLF CLASSIC

SECOND ANNUAL OHLEF GOLF OUTING

July 23, 2026

Join us for the Second Annual Ohio Hotel & Lodging Educational Foundation (OHLEF) Golf Outing! OHLEF carries forward the proud tradition of the Ohio Hotel & Lodging Association's Education & Training Fund and other charitable efforts. With our 501(c)(3) status, we now have a stronger platform to offer even more support to hotel professionals at every stage of their careers, students, schools, potential employees, and communities throughout Ohio. Your participation will help us fund training programs, career development opportunities, employee assistance, and foster stronger connections with high schools, technical schools, colleges, and universities.

SOLD **Presenting Sponsor • $5,500**
- Exclusive Naming Rights
- Two complimentary foursomes (8 golfers)
- Opportunity to set up a table at the event
- Logo on event marketing materials, website, and social media
- Prominent signage at registration and awards dinner
- Opportunity to speak at awards dinner
- Logo on rally towel provided to all participants

☐ **Mission Sponsor • $3,500 (maximum of three)**
- One complimentary foursome (4 golfers)
- Logo on event marketing materials, website, and social media
- Signage at a designated hole
- Recognition during awards dinner
- Logo on rally towel provided to all participants

SOLD **Dinner Sponsor • $2,000**
- Branding at awards dinner • Opportunity to speak at awards dinner • Recognition on social media

SOLD **Lunch Sponsor • $1,500**
- Branding at lunch station • Recognition on social media

SOLD **Beverage Sponsor • $1,250**
- Branding on beverage cart used throughout the event
- Recognition on social media

☐ **Foursome Sponsor • $1,000**
- Entry for four golfers • Recognition on social media

SOLD **Registration Sponsor • $750**
- Ability to help welcome and check golfers in at registration
- Logo on name badges

☐ **Hole Sponsor • $500**
- Logo on signage at a designated hole

OHIO HOTEL & LODGING EDUCATIONAL FOUNDATION

Equitable Education Donor • $250

By opting in, your company is supporting, on average, two certification opportunities for lodging professionals by offsetting out of pocket costs.

As a supporter of equitable education opportunities, your company will receive:
- Social media recognition
- Company logo on footer of all certification opportunities and Education & Workforce webpage
- Recognition at Annual Conference & Gala

HOTEL GAMES

February 24, 2026

Join in the fun! OHLA supports the local HR community through a collaboration on, Hotel Games, a dynamic event bringing together all departments and leadership levels throughout the hospitality community. Comradery among teams and friendly competition is crucial to build trust, create connections, and raise the industry's stature. This high energy event is exclusive to property and tourism industry members only.

☐ **Presenting Sponsor • $2,500**
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!

SOLD ☐ **Lunch Sponsor • $2,000**
Branded stickers on all boxed lunches for attendees, your logo included on pre-event notices and participant t-shirts.

VOLLEYBALL

OHLA's 7th Annual Charity Volleyball Tournament • May 30, 2026

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 for the fight to end human trafficking. All team registrations in the past 6 years have totaled more than $38,000 raised for our benefactor Freedom a la Cart, an organization committed to helping trafficking victims return to the workforce.

BUMP • $1,000

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

SOLD ☐ **$1,000** SOLD ☐ **$1,000**

☐ **$1,000** ☐ **$1,000**

SET • $2,500

Your company's logo on rally towels and banner signage at event. Includes 1 team of 6 (limited to two).

☐ **$2,500** ☐ **$2,500**

☐ **SPIKE • Presenting Sponsor • $5,000**
Your company's logo on all pre & post event notices, banner signage at the event, rally towels and on trophies. Opportunity to welcome participants and kickoff the tournament Invitation to assist in check presentation at benefactor location. Naming rights for the Stars of the Industry Community Involvement Award which includes your company's name as part of award presentation and company logo on award. Includes 1 team of 6.

MORE OF A FAN AND LESS OF A PLAYER? Sponsor a team of hoteliers! A great way to show client appreciation or support a prospect.

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, Educators, and Local Council Chairs.

SOLD **$850 February – Board Meeting**

SOLD **$850 May – Board Meeting**

SOLD **$1,750 August – Board Meeting + Activity**
Sponsor to give a brief presentation at the conclusion of the board meeting, attend the afternoon activity, and reception.

SOLD **$850 November – Annual Conference**

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

2026 OHLA BOARD OF TRUSTEES

EXECUTIVE COMMITTEE

Holly Hollingsworth
Cogwheel Marketing
Gahanna, OH

Bill Reed
Kalahari Resorts Sandusky
Sandusky, OH

Lisa Garner
Concord Hospitality/Marriott & Residence Inn Columbus OSU
Columbus, OH

Alan Assaf
Columbus, OH

Amy Wald
Greenluxe
Columbus, OH

Chad Bortle
SJB Management Inc./SJB Hotels LLC
Granville, OH

Geri Lombard
Columbus Hospitality Management
Columbus, OH

BOARD OF TRUSTEES

Frank Arena
Hotel Celare, A Tribute Portfolio Hotel
Cincinnati, OH

Gerrod Bede
Red Roof
New Albany, OH

Eric Belfrage
CBRE Hotels–Investment Properties
Columbus, OH

Dirk Bengel
Hancock Hotel/First Hospitality
Findlay, OH

Michael Cooney
Radius Hospitality
Montrose, OH

DJ Falcoski
RE/MAX Town Center Commercial
Columbus, OH

Nancy Howard
Hilton Columbus/Polaris
Columbus, OH

Kyle Marshall
Drury Plaza Hotel Cleveland Downtown
Cleveland, OH

Rhea Patel
Cambria Columbus - Polaris/ AAAR Hotels
West Chester, OH

Viren Patel
Sirius Capital Group
Grove City, OH

Wade Riedman
Rolling Hills Hospitality
Cincinnati, OH

Jennifer Ruiz
Embassy Suites Akron Canton Airport
Canton, OH

Stephen Stewart
Hyatt Regency Columbus
Columbus, OH

Ryan Tomaro
MCR Hotels
Cincinnati, OH

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

Deon Watkins
Residence Inn Akron/South Green
Akron, OH

Brian Wipprecht
Commonwealth Hotels
Covington, KY

ALLIED TRUSTEE

John Strouse
University of Northwestern Ohio
Lima, OH

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 any state and local emergency orders.

OHLA STARS OF THE INDUSTRY AWARDS

You have the ability to be associated with continuing the tradition of excellence among Ohio's lodging industry. Even through hardship, these associates standout 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. These are our second 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 at each of the regional luncheons (4), Includes two registrations to each regional luncheon (Cincinnati, Cleveland, Columbus, Dayton). Opportunity to offer giveaways, branding on all award submissions, communications (electronic & print), event documents, submission forms and materials. 4 Full Registrations to the Annual Conference & Gala and an exhibitor booth.

SOLD **Stars of the Industry Regional Luncheons • $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. 2 registrations for each luncheon (Cincinnati, Cleveland, Columbus, Dayton).

SOLD **Cleveland** SOLD **Columbus**

SOLD **Cincinnati** SOLD **Dayton**

☐ **Entertainment Sponsor • $3,500**
Support luncheon entertainment as we celebrate the nominees in each region. Two full registrations. **Inquire about specific region sponsorship*

SOLD **Registration Sponsor • $1,750**
Congratulate the nominees and welcome attendees at registration.
- Company logo on name badges as well as all pre-event notices
- Receive a post-event list of attendees, denoting nominees and winners. Sponsorship includes one registration to your regional luncheon (Cincinnati, Cleveland, Columbus or Dayton).

Did you know that Allied Vendors 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 Cincinnati, Cleveland, Columbus and Dayton. 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!

Individual award category sponsorships are **$1,800**. Awards recognizing both Full-Service and SEL properties are bundled at **$2,200**.

- 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***
- SOLD **Leadership Team of the Year**
- SOLD **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)**
- SOLD **Supervisor/Manager of the Year (Full)**
- SOLD **Jack of All Trades (SEL)**
- SOLD **General Manager of the Year (Full)**
- SOLD **General Manager of the Year (SEL)**

**Denotes naming rights is part of a sponsorship package.*

INTERESTED IN HAVING AN EXHIBITOR TABLE THROUGHOUT THE YEAR?

All Allied Vendors are eligible to have a booth at a non-conference event including Local Lodging Council Meetings, Women in Lodging Luncheon, & Regional Stars of the Industry Luncheons.

EXHIBITOR TABLE PRICING

Sponsor* • $350
Non-Sponsor • $500

**Any sponsor in 2026 is eligible for sponsor pricing.*

ANNUAL CONFERENCE & GALA • NOVEMBER 23-24, 2026

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 showcase their services & goods.

Basic benefits to all sponsors:

- 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

SOLD ☐ 5-Diamond • $9,000*

- Exclusive presenting sponsorship of OHLA's Annual Conference & Gala with speaking opportunities:
  - Opening Session and opportunity to give welcome address (3-minute)
  - Introduction of entertainment at Gala Dinner
  - Conclude conference at the end of Tuesday's luncheon
- Company logo on al conference marketing & communications with recoginiton as 'Presenting Sponsor'
- Dedicated social media promotions
- Full page in ad in program or app
- Exhibitor booth + 4 full conference registrations
- Discount code to be shared exclusively with lodging property prospects & clients

☐ 4-Diamond • $7,500*

- Exclusive sponsorship of Dinner Gala with opportunity to speak at dinner (3-minutes)
- Dedicated social media promotion
- Full page in ad in program or app
- Exhibitor booth + 3 full conference registrations

☐ 3-Diamond • $5,500*

- Exclusive sponsorship of Luncheon & Annual Business Meeting with opportunity to speak at luncheon (3-minutes)
- Dedicated social media promotion
- Full page in ad in program or app
- Exhibitor booth + 3 full conference registrations

SOLD ☐ 2-Diamond • $3,500*

- Exclusive sponsorship of breakfast with speaking opportunity (3-minutes)
- Dedicated social media promotion
- Full page in ad in program or app
- Exhibitor booth + 3 full conference registrations

A LA CARTE SPONSORSHIPS

SOLD **Cocktail Hour • $3,000**
Recognition as Annual Conference & Gala sponsor and company logo featured on specialty cocktail/ mocktail signage, each attendee's drink ticket, & custom imprinted cocktail napkins. Includes 1 exhibitor booth and 2 full conference registrations.

SOLD **Owner/Management Company Reception • $3,000**
Invitation-only event bringing together leaders from management companies and ownership groups. Recognition as Annual Conference & Gala sponsor. Opportunity for brief address to attendees. Includes 1 exhibitor booth and 2 full conference registrations.

SOLD **Recharge Breaks • $2,500**
Be the company behind a "recharging" afternoon food & beverage break. Recognition as Annual Conference & Gala sponsor. Your company logo featured on signage at each individual recharge station. Includes 1 exhibitor booth and 2 full conference registrations.

SOLD **Entertainment • $2,500**
Support the high energy atmosphere at the dinner gala, leading into our Stars of the Industry Awards. House band? Check! Includes 1 exhibitor booth and 2 full conference registrations.

SOLD **Sunday Night Dinner Sponsor • $2,500**
Kickoff conference festivities by hosting a small, invitation only dinner including OHLA board, committee members, new & ULO community members. Opportunity to attend dinner as guest and recognition as conference sponsor. Includes 1 exhibitor booth and 2 full conference registrations

SOLD **Monday Night Cap • $2,000**
Celebrate our Stars with a nightcap! Cover the tab at the hotel bar or discuss alternative options with an OHLA team member. Includes 1 full conference registration.

☐ **Name Badge Sponsor • $1,500**
Your logo on name badges and 1 full conference registration.

☐ **Sponsor a Session • $1,500**
Put Your Brand Front and Center by sponsoring a conference session. Sessions will be assigned at OHLA discretion. Sponsorship includes opportunity to introduce the keynote speaker, exhibitor table in room, collateral distribution and 1 full conference registration.

☐ **Registration Table Sponsor • $1,000**
Opportunity to welcome conference attendees. Special sponsorship sign recognition. One full conference registration.

☐ **Conference Signage • $1,000**
Your logo on all conference signs. One full conference registration.

☐ **Conference Program Ad Sales**
See advertising rate sheet on page 16.

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 any state and local emergency orders.

DIGITAL
WEBSITE ADVERTISING & EDITORIAL ARTICLES

Publication	Cost	Type of Advertisement	Specifications
OhioLodging.com	$500 per ad | 12 months	Website Display Ad	
	$750 per ad | 12 months	Homepage Rotating Banner Ad (Footer)	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
Women in Lodging – WIL CONNECT Leadership Luncheon	$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

PRINT

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

OHLA STAFF

Joe Savarise, CTA, CHIA, IOM
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

Sara Tennyson-Harlan
Director of Membership & Engagement
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; Sponsorship & Advertising opportunities.
sara@ohla.org • (614) 461-6462 x5

Michele Marcinick, CTA
Director of Event Strategy & Development
Event scheduling and logistics; Annual Conference & Events Committee; Emerging Professionals initiatives; event promotions.
michele@ohla.org • (614) 461-6462 x4

Morgan Burke
Communications & Marketing Manager
Social media; email communications & publications; all OHLA-affiliate websites updates; submissions of articles; billing & invoices; database updates.
morgan@ohla.org • (614) 461-6462 x1

Mark Meyer
Comptroller
Accounts payable and receivable; budgeting & planning strategy.
mark@ohla.org • (614) 461-6462 x3

Michael-lynn Evans
Government Affairs Representative
Government activity related to OHLA and the industry; legislation; regulations; campaigns and elections; Political Action Committee.
michael@allphaseconsulting.com • (614) 560-3929

Interested in growing your brand visibility & network through sponsorship and advertising? Scan here to set-up an appointment with Sara.

LOOKING FOR A UNIQUE OPPORTUNITY?
CREATE A CUSTOMIZED SPONSORSHIP OR EVENT

OHLA programs and events are made possible through the continued support of our valued members and partners. We sincerely thank you for your commitment to strengthening and advancing our state's hotel and lodging industry.

If you're interested in creating a customized sponsorship package or partnering on a unique event opportunity, we'd love to work with you. Please don't hesitate to contact us directly to explore options tailored to your goals.

OHLA

OHIO HOTEL & LODGING ASSOCIATION

Follow OHLA on Facebook, Twitter, Instagram and LinkedIn

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SERVING OHIO'S LODGING INDUSTRY SINCE 1893

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