



2016 EDUCATIONAL SEMINAR SPONSORSHIP OPPORTUNITIES

IHLAEF & HEaT Risk Management Seminar

Thursday, September 29, 2016

Hilton Chicago



ABOUT THE ILLINOIS HOTEL & LODGING ASSOCIATION

The Illinois Hotel & Lodging Association (IHLA) is a not-for-profit, 501(c)(6) trade association that represents the lodging industry in Illinois. IHLA members consist of over 500 hotels and their employees throughout the state as well as related industry partners and suppliers. IHLA provides significant benefits to its members by protecting against government intrusion, educating through quality, relevant seminars and webinars, and providing promotional exposure and access to current industry news, resources, and contacts through IHLA's website, marketing initiatives, member programs, and networking events.

IHLA EDUCATIONAL FOUNDATION


The Illinois Hotel & Lodging Association Educational Foundation (IHLAEF) is the not-for-profit, 501(c)(3) educational arm of IHLA. Incorporated in 1992, IHLAEF has been a primary source of scholarship assistance for deserving Illinois college students pursuing hospitality management degrees throughout the country, awarding over \$350,000 since its inception. The Foundation focuses on three major initiatives: Scholarships, Educational Programming, and High School to Career Curriculum & Workforce Development.

Scholarships

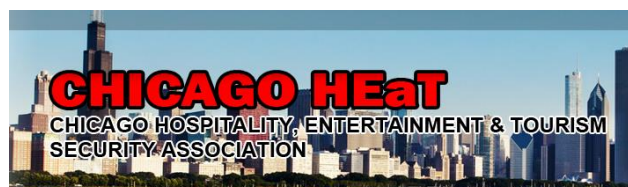
Each year, IHLAEF awards academic scholarships to deserving Illinois college students pursuing hospitality management degrees throughout the country. The Educational Foundation Scholarship Committee reviews all applications and determines the amount of scholarships to be awarded. Funds are raised through corporate and individual contributions and annual fundraising efforts, and scholarships are available in amounts ranging from \$2,000 up to \$5,000 per academic year.

RISK MANAGEMENT SEMINAR

The 2016 IHLAEF Risk Management & Security Symposium will feature several educational sessions and speakers discussing security, general liability, and HR issues that IHLA hotel members are currently facing. The afternoon will include speaker Q&A and networking breaks then wrap up with a reception where attendees can mingle and enjoy appetizers and cocktails. *All event proceeds benefit the IHLA Educational Foundation Scholarship Program.*

 RISK MANAGEMENT SEMINAR SPONSOR BENEFITS	Title \$2,000 (Limit 1)	Platinum \$1,000	Gold \$750	Silver \$500
Name or Logo in Event Title	✓			
Name in Press Release	✓	✓		
Opportunity to Give Remarks to Event Attendees	✓			
Verbal Recognition in IHLA Welcome Remarks	✓	✓	✓	✓
Opportunity to Network with Attendees	✓	✓	✓	✓
Logo Inclusion on Onsite Signage*	✓	✓	✓	✓
Opportunity to Distribute Product & Informational Materials at Event	✓	✓	✓	✓
Opportunity to Provide Branded Signage at Event	✓	✓	Limited	Limited
Logo Inclusion in IHLA Member E-Blasts & E-newsletters with Link to Sponsor Website*	✓	✓	✓	✓
Logo on Ticket Registration Webpage with Link to Sponsor Website*	✓	✓	✓	✓
Social Media Campaigns: Facebook & Twitter	✓	✓	✓	✓
Access to Attendee Contact Information after Event	✓	✓		
Complimentary Seminar Tickets	8	6	4	2
Opportunity to Purchase Seminar Tickets at Discounted Rate of \$30 (\$60 Retail Price)	✓	✓	✓	✓
Publicly Visible Alignment with IHLA's Educational Foundation	✓	✓	✓	✓

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2016 IHLEAF SEMINAR SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP (LIMIT 1): \$2,000

- Name or Logo in Event Title
- Name in Press Release
- Opportunity to Give Remarks to Event Attendees (3 Minutes)
- Verbal Recognition in IHLA Welcome Remarks
- Opportunity to Network with Attendees
- Logo Inclusion on Onsite Signage*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event
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- Logo on Ticket Registration Webpage with Link to Sponsor Website*
- Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 8 Complimentary Seminar Tickets
- Opportunity to Purchase Additional Seminar Tickets at Discounted Rate of \$30 (\$60 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

PLATINUM SPONSORSHIP: \$1,000

- Name in Press Release
- Opportunity to Give Remarks to Event Attendees (3 Minutes)
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- Logo on Ticket Registration Webpage with Link to Sponsor Website*
- Social Media Campaigns: Facebook & Twitter
- Access to Attendee Contact Information after Event
- 6 Complimentary Seminar Tickets
- Opportunity to Purchase Additional Seminar Tickets at Discounted Rate of \$30 (\$60 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation



GOLD SPONSORSHIP: \$750

- Opportunity to Give Remarks to Event Attendees (3 Minutes)
- Verbal Recognition in IHLA Welcome Remarks
- Logo Inclusion on Onsite Signage*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event (Limited)
- Logo Inclusion in IHLA Member E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website*
- Social Media Campaigns: Facebook & Twitter
- 4 Complimentary Seminar Tickets
- Opportunity to Purchase Additional Seminar Tickets at Discounted Rate of \$30 (\$60 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

SILVER SPONSORSHIP: \$500

- Opportunity to Give Remarks to Event Attendees (3 Minutes)
- Verbal Recognition in IHLA Welcome Remarks
- Logo Inclusion on Onsite Signage*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event (Limited)
- Logo Inclusion in IHLA Member E-Blasts & E-newsletters with Link to Sponsor Website*
- Logo on Ticket Registration Webpage with Link to Sponsor Website*
- Social Media Campaigns: Facebook & Twitter
- 2 Complimentary Seminar Tickets
- Opportunity to Purchase Additional Seminar Tickets at Discounted Rate of \$30 (\$60 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

IN-KIND SPONSORSHIP: TRADE

- In-Kind Sponsorships are customizable and dependent on the estimated dollar value of the donated product. Product needs include items that can be used as raffle prizes and other products that will enhance the attendee experience.



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