



IHLAEF Labor & Employment Law Seminar SPONSORSHIP OPPORTUNITIES

Wednesday, October 4, 2017

Embassy Suites by Hilton Chicago Downtown Magnificent Mile



LANER MUCHIN
The Workplace Intelligence Firm™

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 \$450,000 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.

LABOR & EMPLOYMENT LAW SEMINAR

IHLA hotel members will hear from Robert T. Bernstein, Partner at Laner Muchin, Ltd., about new labor and employment laws and developments affecting the hotel industry and best HR practices to reduce employment claims.

 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 Event Welcome Remarks	✓	✓	✓	✓
Opportunity to Network with Event 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 Event Registration Webpage & Registration Confirmation Emails	✓	✓	✓	✓
Company Mention in 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 \$20 (\$35 Retail Price)	✓	✓	✓	✓
Publicly Visible Alignment with IHLA's Educational Foundation	✓	✓	✓	✓

*Highest contributing sponsors receive larger and more prominent logo placement.



2017 IHLAEF 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 Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event
- Logo Inclusion in IHLA Member E-Blasts & E-Newsletters with Link to Sponsor Website*
- Logo on Event Registration Webpage & Registration Confirmation Emails*
- Company Mention in 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 \$20 (\$35 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

PLATINUM SPONSORSHIP: \$1,000

- Name in Press Release
- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- Logo Inclusion on Onsite Signage*
- Opportunity to Distribute Product & Informational Materials at Event
- Opportunity to Provide Branded Signage at Event
- Logo Inclusion in IHLA Member E-Blasts & E-Newsletters with Link to Sponsor Website*
- Logo on Event Registration Webpage & Registration Confirmation Emails*
- Company Mention in 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 \$20 (\$35 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

GOLD SPONSORSHIP: \$750

- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- 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 Event Registration Webpage & Registration Confirmation Emails*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- 4 Complimentary Seminar Tickets
- Opportunity to Purchase Additional Seminar Tickets at Discounted Rate of \$20 (\$35 Retail Price)
- Publicly Visible Alignment with IHLA's Educational Foundation

SILVER SPONSORSHIP: \$500

- Verbal Recognition in Event Welcome Remarks
- Opportunity to Network with Event Attendees
- 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 Event Registration Webpage & Registration Confirmation Emails*
- Company Mention in Social Media Campaigns: Facebook & Twitter
- 2 Complimentary Seminar Tickets
- Opportunity to Purchase Additional Seminar Tickets at Discounted Rate of \$20 (\$35 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.



SPONSORSHIP COMMITMENT FORM

IHLAEF 2017 OFFICERS

CHAIRMAN

Nabil Moubayed, CHA

VICE CHAIRMAN

Misty Johanson

TREASURER

Dale McFarland

SECRETARY

Ed Copeland

PRESIDENT & CEO

Marc Gordon

BOARD MEMBERS

Carol Brown, PhD

Rich Cialabroni

Kim Corrigan

Paul Daly

Shevket Dardovski

Doug Dean

Jim Donivan

Mike Feigenbaum

Kirsten Guill

Arnie Karr

Ginny Morrison

Michelle Ohlhaber

Andy Schwebel

David Sowell

Lisa Timbo

IHLA 2017 OFFICERS**CHAIRMAN**

Nabil Moubayed

VICE CHAIRMAN

Dean Lane

TREASURER

Tom Robertson

SECRETARY

Mark Lauer

PRESIDENT & CEO

Marc Gordon

SPONSORSHIP LEVELS: Title: \$2,000 Silver: \$500 Platinum: \$1,000 In-Kind Trade Gold: \$750

Company Name: _____
(As you wish listed on all materials)

Contact Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ E-mail: _____

Value & Description of In-Kind Contribution (If applicable): _____

Contributor's Signature: _____ Date: _____

 Check Enclosed Invoice Me Pay with Credit Card

Card #: _____ Exp: _____

Name on Card: _____ Billing Zip Code: _____

Your contribution is tax-deductible to the extent allowed by IRS Laws. EIN #: 36-3809567.
Please e-mail, fax, or mail the completed form and send checks made payable to
Illinois Hotel & Lodging Association to:

27 E. Monroe St.

Suite 1200

Chicago, IL 60603

We sincerely thank you for your generous support!

For Additional Questions, Information, & Customized Options Contact:

Karrie Teel
Director of Education & Communications
312-346-3135 x233
KTeel@IllinoisHotels.org

