

Calendar of Events

September 7, 2021

OHLA Member Event featuring the Vendor Expo and STR 2022 Forecasting Lunch

About the Event

THIS IS AN IN-PERSON EVENT WITH AN EXCITING NEW TWIST!

2020 was an incredibly challenging year for the lodging industry. One that required the OHLA to transition the January Lodging Summit into a virtual event. As a result, we have now included the much anticipated Vendor Expo as a part of our Summer membership event. And let's face it, by September we'll all be looking to make those personal connections once again! The day will begin with an exploration of the OHLA Vendor Expo, followed by our annual STR Forecasting Luncheon, and concludes with the OHLA Board of Directors Meeting.

It would be easy to remain at your property but don't. OHLA's Vendor Expo & STR Forecasting Luncheon will provide an excellent opportunity to visit with your hotel colleagues, make new connections, and acquire data to help you project your hotel's 2022 budget. We encourage you to schedule the time to gather and speak with other hoteliers about the biggest issues facing the lodging industry. The value of trade shows in 2021 goes far beyond the ability to see the latest products and services.

Location

*Skirvin Hilton Hotel
1 Park Avenue, Oklahoma City, OK 73102
Oklahoma City, OK 73102*

Schedule

*8:00 am • Attendee Check-in
9:45 am - 11:45 am • Vendor Expo
12:00 pm • STR Forecasting Luncheon
2:15 pm • OHLA Board of Directors Meeting (or immediately following the luncheon)*

Pricing

*Members - \$65
Non-members - \$80*

No refunds after September 2, 2021, however, registration is transferrable to another person in your business.

How to Exhibit

*\$750 Member
\$900 Non-Member*

Allied members and suppliers may confirm their participation by confirming their Vendor Expo exhibit, which also includes registration for the luncheon. Download this form to confirm your exhibit or contact Linda Etherton for more details. The OHLA Vendor Expo is a great opportunity to meet buyers who are looking to make new connections with vendors offering unparalleled solutions, and innovation in order to deliver extraordinary guest experiences and improved industry profitability. Independent, branded and multi-unit operators attend this event, as well as CVB's and other hospitality organizations who are also potential customers.

OKWIL Raffle

Purchase an OKWIL raffle ticket when you process your registration and be eligible to win one or more specialty baskets and support the Oklahoma Chapter of Women in Lodging. Each year, OKWIL raises funds to support member and community outreach projects like sending a member to the AHLA Legislative Action Summit or supporting Dress for Success and the Homeless Alliance.

1 ticket \$5

3 tickets \$10

6 tickets \$20

20 tickets \$50

Parking Options

*Self-parking is available at the Santa Fe Garage for \$2 per hour (*rates subject to change) and is located 1/2 block east of the hotel at 101 N E K Gaylord Blvd, Oklahoma City, OK 73102*

STR Forecasting Presenter

Vail Ross, CMHS, Senior Vice President of Global Business Development & Marketing Ms. Ross is responsible for the overall coordination, functional management, and leadership of the business development and marketing strategies and activities for the STR family of companies. Along with hotel specific sales and marketing, Vail's efforts are directed toward expanding relationships with third-party vendors by promoting new products and services. She is often featured as a guest speaker at international, national, regional, and state conferences. Vail currently is the chair for the AH&LA Women In Lodging (WIL) Council and the chair for the HSMAI Foundation board of directors.

Thank you to our Partners

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Thank you to our Exhibitors

January 18, 2022
- January 19, 2022

2022 OH&LA Lodging Summit and Vendor Expo
Embassy Suites Northwest Expressway - Oklahoma City
3233 NW Expressway
Oklahoma City, OK 73112
helpdesk@okrestaurants.com

Registration Coming Soon

The Oklahoma Hotel & Lodging Association's annual Lodging Summit is our most exciting event of the year, where lodging operators from around the state of Oklahoma and their key team members have the opportunity to network with colleagues and others important to the success of their operation. The key components of the event include the association's Annual and Board of Directors meetings where our new Board of Directors is elected, Oklahoma's largest lodging Vendor Expo where operators meet with the top providers of products and services, and last but not least our prestigious Stars of the Industry Awards luncheon. The Summit also features leadership of the American Hotel & Lodging Association as they highlight the state of the industry from a U.S. perspective.

OHLA Stars of the Industry Awards has a 20+ year history of honoring outstanding professionals in Oklahoma's lodging industry. The awards are presented to individuals and properties that epitomize the service and spirit of our industry. If there is ever a year to recognize employees it is this year, as nominations are based on 2020 achievements. Employees have adapted to the ever-changing needs of their property, carrying multiple department responsibilities and all while working harder than ever to keep guests safe and provide a wonderful place to stay.

No doubt, 2020 will be memorable and provide for much reflection. We encourage you to join with us in leading the lodging and meetings industry to recovery and success in 2021

Health & Safety Protocols

- Masks are required on arrival and at all times other than during dining (should you require a mask one will be provided at on-site registration).
- Meeting rooms will be fully sanitized prior to our group's arrival and with sanitizing station
- All preset lunch items will be covered until consumption.
- Social distancing is encouraged and will be established throughout the event.
- No more than 6 people per lunch table.

Schedule of Events

On-Site Check-in: 8:30 am

Annual Membership &

Board of Directors Meeting: 8:45 am - 11:00 am

Vendor Expo: 11:00 am - 12:30 pm

Star of the Industry Luncheon: 12:30 pm

Exhibitors

Allied members and suppliers are encouraged to attend by confirming their Vendor Expo participation. Download this form to confirm or contact OHLA's Linda Etherton for more information.

Attendee Pricing

Lodging Property Members: \$85/seat

Lodging Property Non-members: \$125/seat

**Tables will be socially distanced with only 6 people per table*

**Each person must be registered in advance. There will be no extra seats available onsite. Any changes to attendee names after online processing MUST be made with the Oklahoma Hotel & Lodging Association by phone, (405) 942-6462.*

Event Location and Hotel Accommodations

The Embassy Suites by Hilton Oklahoma City Northwest Expressway is offering \$119+taxes for an overnight stay on January the 12th based on availability. Call the hotel directly and provide the group name Oklahoma Hotel & Lodging Association Summit Group Block for these rates. The cut-off for the rate is December 30, 2020.

*Embassy Suites by Hilton Oklahoma City Northwest Expressway
3233 NW Expressway
Oklahoma City, OK 73112*

After 3:00 pm January 7th registration fees are non-refundable however, an individual's registration may be transferred to another person from your business.

Annual Meeting - Keynote Speaker

William "Chip" Rogers joined the American Hotel & Lodging Association (AHLA) as President and CEO in January 2019. He previously served as the president and CEO of AAHOA, the largest U.S. hotel owners association, from 2014-2019.

Prior to joining the hospitality industry, Chip had a long career as a public servant. He was elected to the Georgia General Assembly six times and was unanimously elected to serve two terms as the Senate Majority Leader. He was elected the first national chairman of the Majority Leaders conference and served on the national boards of directors for the State Legislative Leaders Foundation, the Community Leaders of America, and the American Legislative Exchange Council.

Chip earned his undergraduate degree from Georgia Tech and his MBA from Georgia State.

Registration Coming Soon