

2016 NMHC OPTTECH CONFERENCE & EXPOSITION

November 14-16, 2016 | Hilton Anatole | Dallas, TX

NMHC OPTTECH is the premier destination for what's next in multifamily. OPTTECH provides a forum for senior practice leaders from a wide variety of disciplines to collaborate on strategic action, incubate new ideas and elevate the industry across all areas of business operations and technology. Attendees can expect to see thought-provoking content, high-level networking and a robust trade-show floor.

Open to members and nonmembers – over 1,400 executives attend.

Note: The deadline to sponsor the OPTTECH Conference & Exposition is October 7, 2016.

ATTENDEE POST-CONFERENCE SURVEY

This sponsorship allows you to get your company's logo in front of conference attendees during and after the conference.

Sponsorship includes the sponsor company's logo on the post-conference survey, a listing in the meeting materials and one (1) complimentary meeting registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$10,000

Limited to one (1) sponsor

BAGGAGE CHECK

Often attendees need to store their bags on the last day of the conference. Have your logo seen by all who store their baggage.

Sponsorship includes special signage at the front of the baggage check area, a special listing in the meeting materials and one (1) complimentary meeting registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

CANDY STATION

Provide attendees with sweet treats for an afternoon pick-me-up.

Sponsorship includes logo on special signage at the candy station, a special listing in the meeting materials and one (1) complimentary meeting registration for a member of a sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000 EACH

Limited to one (1) sponsor per day

CELL PHONE CHARGER

This charger is a must-have for everyone with a cell phone. It works on a variety of cell phones, MP3 players and other USB-enabled devices. Sponsor's logo will appear on the item.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor



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CONFERENCE BAG

If you have attended OPTECH in the past, you already know how useful each year's bags are and how often they are used by attendees throughout the year. Selected for quality, durability and utility, this year's conference bags are designed for extended use, which greatly lengthens a sponsor's exposure to the market. A sponsor's logo will be prominently displayed on the bag.

Sponsorship includes two (2) complimentary conference registrations for members of a sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$30,000 EACH

Limited to two (2) sponsors

CONFERENCE DAILY PUBLICATIONS

Be the title sponsor for the NMHC OPTECH Daily. Your company logo will appear in the Monday, Tuesday or Wednesday issues delivered digitally to over 1,400 attendees.

Sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$10,000 PER DAY

Limited to one (1) sponsor per day

CALL TODAY!

202.974.2372 or
mrowan@nmhc.org

CONFERENCE PROGRAM ADVERTISEMENTS

A professionally bound, 4-color publication, the meeting book is a hand-held pocket directory, with tabs, given to over 1,400 conference participants at registration. It contains valuable information, including brief descriptions of exhibitors and sponsors, as well as the conference schedule, special notices and other related items of interest. This publication serves as a handy reference throughout the year. A sponsor's full-page logo and/or advertisement is prominently displayed on one of the main pages of the meeting book (Back Cover, Inside Front Cover, Inside Back Cover, Page 1 or Tabbed Pages).

Sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company. For the back cover, the advertising sponsorship includes two (2) complimentary conference registrations. For tabbed pages, each advertising sponsorship includes one (1) complimentary conference registration.

Logo and 4-color ad to be provided by sponsor.

BACK COVER SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

INSIDE FRONT COVER SPONSORSHIP FEE: \$20,000

Limited to one (1) sponsor

INSIDE BACK COVER SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

PAGE 1 SPONSORSHIP FEE: \$20,000

Limited to one (1) sponsor

TABBED PAGE SPONSORSHIP FEE: \$3,000 EACH

Limited to one (1) sponsor per tab/ad space, pending final layout

COVER AD SPECIFICATIONS

Trim size: 4.5" x 9" – Live area: 3.75" x 8.5" – Bleed size: 5" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts) or jpg. All ad art must be received no later than October 15, 2016, to be included in the meeting book.

Please call NMHC for more detailed specifications.



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PAGE 1 AD SPECIFICATIONS

Trim size: 4" x 9" – Live area: 3.25" x 8.5" – Bleed size: 4.5" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts) or jpg. All ad art must be received no later than October 15, 2016, to be included in the meeting book.
Please call NMHC for more detailed specifications.

TABBED PAGE AD SPECIFICATIONS

Trim size: 4" x 9" – Live area: 3.25" x 8.5" – Bleed size: 4.5" x 9.25". Please submit high-resolution, 4-color art in one of the following formats: eps (outline all type), tif, pdf (embed all fonts) or jpg. All ad art must be received no later than October 15, 2016, to be included in the meeting book.
Please call NMHC for more detailed specifications.

CONTINENTAL BREAKFAST AND REFRESHMENT BREAKS

This sponsorship guarantees your presence at the continental breakfast and food and beverage breaks on either Tuesday or Wednesday. This sponsorship includes signage on the buffet tables for breakfast and breaks and at the entrance to the room during breakfasts, as well as a listing in the conference schedule.

Sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$10,000 EACH PER DAY

"CORPORATE LOGO" BOTTLED WATER

For conference attendees seeking refreshment, bottles of water with the sponsoring firm's name and logo prominently displayed on the label will be the essential beverage for attendees and seen in their hands throughout the conference.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$30,000

Limited to one (1) sponsor

GENERAL SESSIONS

Five (5) general sessions will take place during the conference. Each general session is available to one (1) sponsor per session.

Sponsorship includes special signage at the entrance to the session, the option of providing a limited-page brochure for each session attendee, a special listing in the conference meeting book and two (2) complimentary conference registrations for members of a sponsor's company.

Cost of brochure is not included in sponsor fee and is to be provided by sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

OPENING GENERAL SESSION

SPONSORSHIP FEE: \$35,000

Limited to one (1) sponsor

ADDITIONAL GENERAL SESSIONS

SPONSORSHIP FEE: \$25,000 EACH

Limited to one (1) sponsor per session

HOTEL ROOM DOOR HANGER/DO NOT DISTURB CARD

This handy and highly visible DND door hanger will be seen on all attendees' hotel doors at the conference with your company logo.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

The cost of the door hanger (with printing) and delivery are not included in the sponsor fee and are to be provided by the sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

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HOTEL ROOM KEY CARD

Used by all attendees lodging at the conference hotel, this opportunity places the sponsor's name and logo, website, telephone number and email address on the cards used by attendees to access their rooms. This is a creative way to ensure that attendees are aware of your company.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$30,000

Limited to one (1) sponsor

IN-ROOM TV CHANNEL ADVERTISING

Show conference attendees what your company is all about! The hotel's in-room, dedicated TV channel will run your company's standard DVD, with audio, in rooms throughout the hotel during the course of the conference. The advertisement you provide will loop continuously, 24/7. The length of the ad is only restricted by the length/capacity of the DVD. The content of the advertisement must be clearly directed at the NMHC OPTECH attendees and state that your company is a sponsor of the conference. The DVD must be approved by NMHC in advance of the conference. DVD production cost is the responsibility of the sponsor.

Note: The hotel and NMHC do not endorse any company's products or services.

This sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

LANYARD

Each attendee receives a name badge attached to a lanyard displaying the sponsor's logo.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

LUGGAGE GRIP

Make traveling with luggage more pleasant by sponsoring the brightly colored comfort grip. The luggage grip will include your logo and will be easily spotted on the airport luggage carousel.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$20,000

Limited to one (1) sponsor

LUGGAGE TAG

Help conference attendees avoid the risk of picking up someone else's luggage at the airport, with tags featuring your logo.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

MEMORY/STORAGE STICK

These four (4) gigabyte or larger USB port memory/storage sticks have the sponsor's name/logo imprinted on it. Easily portable, these on-the-go universal memory devices are extremely popular and versatile and can be used for storage of presentations, documents, photos or other materials.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

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MINI SPEAKERS

Place your company logo on an item conference participants can use with their phone, iPad, tablet or iPod at the conference, at work or on the go.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

MOBILE CARD HOLDERS

The mobile card holder is a silicone rubber wallet that sticks to phones and cases. It holds business cards, credit cards or other cards you need to access easily. The sponsor's logo placed on the front of the wallet will be seen well after the show ends!

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

MOBILE MEETING APP

Through a Mobile Meeting App, attendees will be able to access crucial event information, such as the conference agenda, sponsor information, speaker bios and photos, and local eateries and places to see before, during and after the conference – as well as set their schedule and take notes – all on their mobile devices!

Sponsorship includes two (2) complimentary meeting registrations for members of the sponsor's company and sponsor's logo on the Mobile Meeting App pages.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$20,000

Limited to one (1) sponsor

NETWORKING LUNCHEON IN THE EXHIBIT HALL (TUESDAY)

This event is attended by all conference participants. The networking luncheon sponsorship includes special mention in the conference meeting book, signage at the entrance to the dining facility/exhibit hall and the option of providing a gift with the sponsor's logo to attendees.

Sponsorship includes two (2) complimentary conference registrations for members of a sponsor's company. Must be an exhibiting company to sponsor.

Cost of item not included in sponsor fee and is to be provided by the sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000 EACH

Limited to two (2) sponsors

NETWORKING LUNCHEON IN THE EXHIBIT HALL (WEDNESDAY)

This event enjoys full participation from attendees. The networking luncheon sponsorship includes special mention in the conference meeting book, signage at the entrance to the dining facility/exhibit hall and the option of providing a gift with the sponsor's logo to attendees.

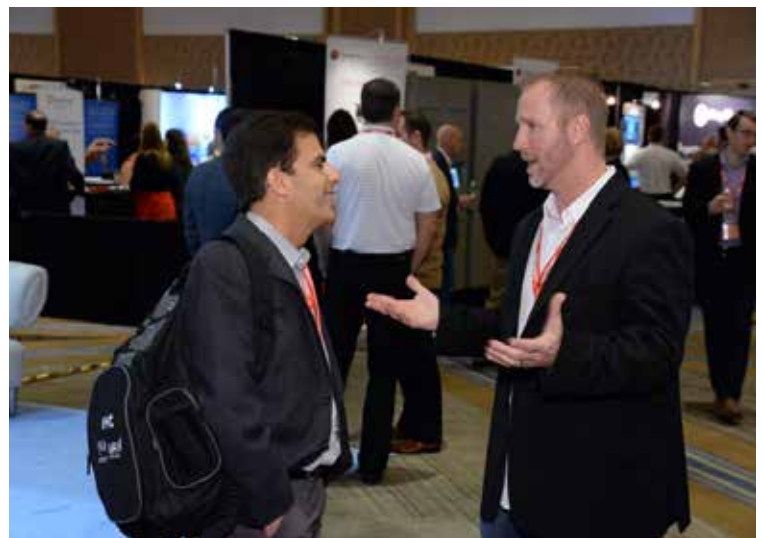
Sponsorship includes two (2) complimentary conference registrations for members of a sponsor's company. Must be an exhibiting company to sponsor.

Cost of item not included in sponsor fee and is to be provided by the sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000 EACH

Limited to two (2) sponsors



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NETWORKING RECEPTION (MONDAY)

Monday evening's Networking Reception is held in the exhibit hall. This event is heavily attended and affords the casual atmosphere conducive to settling into the conference, discussing the sessions ahead, arranging dinner meetings with colleagues and industry service providers as well as discussing industry issues in a social atmosphere. The reception is hosted with an open bar serving premium brand liquors, wines and imported and domestic beers. The white glove-passed hors d'oeuvre trays are heavily dressed with food carefully selected to please most any palate. To add an extra sparkle to the evening's event, a signature cocktail will be named after your company and served during the reception.

Sponsorship includes special signage at the reception facility, cocktail napkins with your company logo imprinted, a small note creatively positioned on the butlers' hors d'oeuvre trays, a special listing in the conference meeting book and two (2) complimentary conference registrations for members of a sponsor's company. Must be an exhibiting company to sponsor.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000 EACH

Limited to two (2) sponsors

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mrowan@nmhc.org

NETWORKING RECEPTION (TUESDAY)

Tuesday evening's Networking Reception is held in the exhibit hall. This event has high attendance and affords the casual atmosphere conducive to networking and discussing various subjects addressed during the day as well as having extended conversations with industry colleagues and technology service providers. The reception is hosted with an open bar serving premium brand liquors, wines and imported and domestic beers. The white glove-passed hors d'oeuvre trays are heavily dressed with food carefully selected to please most any palate. To add an extra sparkle to the evening's event, a signature cocktail will be named after your company and served during the reception.

Sponsorship includes special signage at the reception facility, cocktail napkins with your company logo imprinted, a small note creatively positioned on the butlers' hors d'oeuvre trays, a special listing in the conference meeting book and two (2) complimentary conference registrations for members of a sponsor's company. Must be an exhibiting company to sponsor.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000 EACH

Limited to two (2) sponsors

NEWCOMERS' WELCOME

All first-time conference attendees will receive a special welcome through a pre-conference email as well as a newcomer goodie bag on site.

Sponsorship includes logo on the email and goodie bag, a special listing in the meeting materials, one (1) goodie bag for each newcomer and one (1) complimentary meeting registration for a member of the sponsor's company.

Cost of item is not included in sponsor fee and is to be provided by sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

NEWSPAPER DELIVERY

On Tuesday and Wednesday mornings, get the first message of the day to conference attendees with the headlines when the newspaper with your printed logo is delivered to the front door of the room of each attendee staying at the conference hotel.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$10,000 EACH

Limited to one (1) sponsor per day

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NOTEBOOK FOLIO

More than a simple notepad, the notebook folio is carefully selected for its quality, durability and utility. Used by all attendees during the conference for taking notes, the notebook folio prominently displays the sponsor's logo.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

POST-IT® NOTES

Your company's logo will go on the front of this handy booklet of sticky notes/flags.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

PRIZE GIVEAWAYS

NMHC will be giving away a total of six (6) prizes during the conference in the exhibit hall. During the luncheons on Tuesday and Wednesday, and receptions on Monday and Tuesday evenings, NMHC will hold a prize drawing to giveaway either a gift card for \$250 or an Apple® Watch during each event. The sponsor(s) will host the drawing and, in addition to meeting materials and sign recognition, NMHC will acknowledge the sponsor(s) as part of the gift giveaway announcements.

Sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company. Must be an exhibiting company to sponsor.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

For each gift card or Apple® Watch (max total six (6) sponsors)

READER BOARD AD

Visually impactful, your message can be viewed throughout the hotel on the daily reader boards during the conference. The cost of the electronic ad is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

RECYCLING KIOSK

Promoting recycling provides an opportunity for your company to show its environmental consciousness and help reduce the carbon footprint of the meeting. Stationed throughout the conference meeting space will be recycling bins upon which the sponsor may place their company logo.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$5,000

Limited to one (1) sponsor

SOCIAL LOUNGE AND CHARGING STATION

Free, unlimited Internet access is a must-have for any conference attendee, and they will find it at the Social Lounge. The Lounge includes mobile device charging lockers, where attendees can securely place their device in a locker while waiting for it to charge. As such, this is one of the most visible sponsorships available. The sponsor is identified by special signage at the entrance to the Lounge as well as on customized screen savers at each terminal.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

SPORTS BOTTLES

A durable bottle for carrying a favorite beverage while exercising, this sponsorship item will be permanently embossed with the sponsoring firm's name and logo.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor

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STYLUS (FOR TOUCH-SCREEN DEVICES)

Your company's logo will be placed on a stylus pen that works on any touch-screen device. It also serves as an ink pen.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

TRAVEL MUG

Your company's logo will be placed on a durable mug that attendees can carry with them.

Sponsorship includes one (1) complimentary conference registration for a member of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000

Limited to one (1) sponsor



TURNDOWN SERVICE/IN-ROOM DROP

Your company's kind gesture will leave a lasting impression on the minds of conference attendees as they get into bed after a busy day on Monday and Tuesday. An amenity and message will be placed on the guest's bed each night.

Sponsorship includes one (1) complimentary conference registration for a member of a sponsor's company. All conference guests receive the room drop. Select lists are not permitted.

The cost of the amenity, delivery and message is not included in the sponsor fee and is to be provided by the sponsor and approved by NMHC.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$15,000 PER NIGHT

Limited to one (1) sponsor each night (Monday and Tuesday only)

WI-FI INTERNET SERVICE

Attendees want to be connected at all times. Your company can give attendees Wi-Fi access in the general sessions and meeting rooms throughout the conference.

Sponsorship includes special signage in the registration area and two (2) complimentary conference registrations.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor

WIRELESS COMPUTER MOUSE

A wireless mouse is easily portable and allows users to work without a cord connected to a computer. The sponsor's name/logo will be imprinted on the mouse.

Sponsorship includes two (2) complimentary conference registrations for members of the sponsor's company.

Company to provide its 4-color logo as an eps file.

SPONSORSHIP FEE: \$25,000

Limited to one (1) sponsor