## 2015 NMHC Branding and Sponsorship Request Form

### 2015 NMHC Branding Opportunities
- NMHC Market Trends ........................................ $60,000
- NMHC Apartment Wire ........................................ $48,000
- NMHC Multifamily Markup .................................. $48,000
- Student Housing Research Report ....................... $2,000 each

### 2015 NMHC Apartment Strategies Outlook Conference
- Overall Sponsor ............................................. $15,000 each

### 2015 NMHC Annual Meeting
- Agenda At-A-Glance ...................................... $15,000
- Annual Dinner (Wednesday) ............................. $25,000 each
- Annual Dinner Reception (Wednesday) .............. $25,000 each
- Board of Directors Breakfast (Wednesday) ......... $25,000
- Hotel Keycards ............................................. $50,000
- Keynote Speaker (Wednesday) ......................... $100,000
- Keynote Speaker (Thursday) ............................ $150,000
- Meeting Portfolios ........................................ $25,000
- Mini Guide .................................................... $25,000
- Mobile App .................................................. $25,000
- Networking Breakfast (Wednesday) ................. $15,000 each
- Networking Breakfast (Thursday) ...................... $15,000 each
- Refreshment Break (Tuesday) ......................... $10,000 each
- Refreshment Break (Wednesday) ..................... $10,000 each
- Refreshment Break (Thursday) ......................... $10,000 each
- Social Lounge ............................................... $25,000
- Welcome Reception (Tuesday) ......................... $25,000 each
- Wi-Fi Service ................................................ $25,000

### 2015 NMHC Research Forum
- Overall Sponsor ............................................. $2,500 each

### 2015 NMHC Apartment Strategies/Finance Conference
- Overall Sponsor ............................................. $15,000 each

### 2015 NMHC Spring Board of Directors Meeting
- Agenda At-A-Glance ...................................... $15,000
- Board of Directors Breakfast ......................... $15,000 each
- Board Dinner .............................................. $15,000 each
- Board Dinner Speaker ................................... $25,000
- General Session Keynote Speaker .................... $25,000
- Meeting Portfolios ........................................ $15,000
- Notepad ...................................................... $15,000
- Reception .................................................... $25,000 each
- Refreshment Breaks ...................................... $5,000
- Welcome Reception (Tuesday) ......................... $25,000 each
- Wi-Fi Service ................................................ $15,000

* *Sponsorship Items Subject to Change*

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### 2015 NMHC Fall Board of Directors & Advisory Committee Meeting
- Agenda At-A-Glance ...................................... $15,000
- Board Dinner .............................................. $25,000 each
- Buses to Capitol Hill ...................................... $15,000
- Dinner Speaker ............................................ $25,000
- General Session .......................................... $25,000
- (Opening) Keynote Speaker ......................... $25,000
- Lunch on Capitol Hill .................................... $25,000
- Meeting Portfolio ........................................ $15,000
- Networking Breakfast .................................. $15,000
- Notepad ...................................................... $15,000
- Reception .................................................... $25,000 each
- Refreshment Breaks ...................................... $10,000 each
- Turndown Service/In-Room Drop ..................... $15,000 each
  - Tuesday Night
  - Wednesday Night
- Wi-Fi Service ................................................ $15,000

### 2015 NMHC Student Housing Conference & Exposition
- Overall Sponsor ............................................. $20,000 each
- Mobile App .................................................. $20,000
- Wi-Fi Service ................................................ $15,000
- Conference Program Advertisements .............. $15,000
- Back Cover .................................................. $20,000
- Inside Front Cover ........................................ $15,000
- Inside Back Cover ......................................... $10,000
- Tabbed Pages ............................................... $2,500 each

### 2015 NMHC Optech (Multifamily Operations and Technology) Conference & Exposition
- Cellphone Charger ........................................ $25,000
- Cellphone Dashboard Holder ......................... $10,000
- Charger Set ............................................... $25,000
- Conference Bags .......................................... $30,000 each
- Conference Daily Publication ......................... $10,000 each
  - Tuesday
  - Wednesday
- Conference Program Advertisements .............. $25,000
- Back Cover .................................................. $20,000
- Inside Front Cover ........................................ $15,000
- Inside Back Cover ......................................... $10,000
- Tabbed Pages ............................................... $3,000 each
- Continental Breakfast and Refreshment Breaks .... $10,000 each
- “Corporate Logo” Bottled Water .................... $30,000
- Door Hanger/Do Not Disturb Card ................... $15,000
- Ear Buds ..................................................... $10,000
- General Sessions .......................................... $25,000 per sponsor, per session
- (Opening) General Session ......................... $35,000
- Hotel Room Key Cards .................................. $30,000
- In-Room TV Channel Advertising .................... $15,000
- Lanyard ....................................................... $25,000
- Luggage Grip ............................................... $20,000
- Luggage Tags ............................................... $15,000
- Mobile Card Holder ...................................... $15,000
- Memory/Storage Sticks ................................ $25,000
- Mini Speaker ............................................... $25,000
- Mobile App .................................................. $20,000
- Social Lounge and Charging Station ............... $25,000
Networking Luncheon in the Exhibit Hall ........ $25,000 each
   □ Tuesday Luncheon
   □ Wednesday Luncheon
Networking Reception in the Exhibit Hall ........ $25,000 each
   □ Monday
   □ Tuesday
Newspaper Delivery ........................................ $10,000 each
   □ Tuesday
   □ Wednesday
Notebook Folios ........................................... $25,000
Organizer (Tech Trap) ................................... $15,000
Post-it Notes ............................................... $15,000
Prize Giveaway ............................................ $15,000
Gift Card ..................................................... $5,000
Apple iPad® mini ......................................... $5,000
Grand Prize ................................................. $50,000
Reader Board Ad ......................................... $15,000
Recycling Kiosks ......................................... $5,000
Relaxation Area in the Social Lounge ........... $5,000 each
Sports Bottles ............................................... $15,000
Stylus for Touch Screen Devices ................. $25,000
Travel Mugs ................................................... $15,000
Turnaround Service/In-Room Drop .............. $15,000 each
   □ Monday Night
   □ Tuesday Night
Wi-Fi Access ................................................ $25,000
Wireless Computer Mouse ......................... $25,000

2015 HUMAN RESOURCES FORUM (AT OPTECH)
Overall Sponsor ........................................... $10,000 each

2015 RISK MANAGEMENT FORUM (AT OPTECH)
Overall Sponsor ........................................... $10,000 each

2015 NMHC EMERGING LEADERS EVENTS
Overall Sponsor ........................................... $5,000 each

NOTE: All Chairman's Circle sponsors receive priority choices. Sponsorship Items Subject to Change.

COMPANY INFORMATION

Firm Name __________________________________________
(as it will appear in program and on signage)

Name ________________________________________________

Title ________________________________________________

Address _____________________________________________

City ___________________________ State ________ ZIP CODE __________

Phone (with Extension) ___________________________ Fax ______________

E-mail Address _______________________________________

Signature __________________________________________ Date ____________

By completing and returning this form to NMHC, I have read and agreed to the terms/conditions listed.

PAYMENT INFORMATION

☐ Please bill us immediately at the address above  ☐ Check enclosed
☐ Credit card payment (circle one)  Visa  l  MasterCard  l  American Express

Acct. Number: ________________________________ Exp. Date: ____________

Name __________________________________________ Signature ________________________
(as it appears on card) (required)

Return both pages of this completed Sponsorship Request Form with payment to: NMHC Sponsorships, P.O. Box 37091, Baltimore, MD 21297-3091. Please make checks payable to the National Multifamily Housing Council. Credit card payments are also be accepted. Should your company require an invoice prior to making payment, fax or email BOTH PAGES of this Request Form with your request for an invoice to the attention of Julie Stalknecht at 202-775-0112 (fax) or jstalknecht@nmhc.org.
2015 NMHC BRANDING AND SPONSORSHIP REQUEST FORM
SUBMISSION INSTRUCTIONS

• Refer to the individual sponsorship descriptions listed on the prior pages for complete details of each sponsorship.
• Indicate the sponsorship(s) desired by checking the box next to the item.
• Complete the primary contact information of the sponsoring firm, select method of payment and return the signed request form. If returned via fax or email without payment, NMHC will invoice you.

COMPANY LOGO
E-mail a high-resolution color graphic data copy of your company logo to dholland@nmhc.org for inclusion in our sponsor recognition listing. Logos may be in one of the following formats: eps (please outline all fonts), tif or jpg. NOTE: All sponsor logos will be given the same amount of “real estate” (print space).

TERMS OF SPONSORSHIP AND ADVERTISING
By returning the signed form, our firm commits to sponsoring the 2015 NMHC meeting designated or commits to advertising in either the 2015 NMHC Student Housing Conference & Exposition meeting book or the NMHC OpTech (Multifamily Operations and Technology) Conference & Exposition meeting book as indicated in the materials as set forth. We also understand that sponsorship of a conference, meeting or forum, or advertising in a meeting book, does not imply or create an expectation that our firm will be allowed to be a part of any education sessions. Cancellation of an ad will result in the forfeiture of a 15% retraction/administrative fee. Our firm understands that on sponsorship items where space permits, the NMHC logo will be added to the sponsored items in addition to our company logo (no taglines allowed). NMHC will produce all sponsored items and reserves the right to substitute an item if needed. Companies that request a sponsorship item that takes place in or is affiliated in any way with an exhibit hall are not eligible to sponsor that item unless they are a confirmed and fully paid exhibitor.

Chairman’s Circle and Friends of the Council monies only apply to meeting opportunities.

Return the completed Request Form with payment promptly to: NMHC Sponsors, P.O. Box 37091, Baltimore, MD 21297-3091. Please make checks payable to the National Multifamily Housing Council.