

2017 NMHC Student Housing Conference & Exposition

September 25-27, 2017 | Tampa Marriott Waterside Hotel and Marina | Tampa, FL

NMHC provides the opportunity for our partners to network one-on-one with the leaders and decision-makers in student housing.



Preliminary Exhibit Information And Schedule

Exhibit space is limited

The exhibit area will be the location for networking during lunches and receptions. With the exception of Tuesday's Coffee Break, exhibit hours have not been scheduled during the educational sessions to allow exhibitors the opportunity to participate in the conference and continue networking with attendees.

EXHIBITOR MOVE-IN

Monday, September 25, 2017 9:00 AM - 3:00 PM

EXHIBIT SCHEDULE

Monday, September 25, 2017
Reception 5:30 PM - 6:30 PM

Tuesday, September 26, 2017
Coffee Break 10:00 AM - Noon*
Lunch Noon - 1:00 PM
Reception 5:45 PM - 6:45 PM

EXHIBITOR MOVE-OUT

Tuesday, September 26, 2017 6:45 PM - 9:00 PM

Wednesday, September 27, 2017 8:00 AM - 10:00 AM

*Note: Agenda is subject to change. Exhibit hall is closed all other times not listed above. Exhibitors may not stay in their booth during non-exhibit hours.
Parallels with concurrent breakouts.

BOOTH ASSIGNMENTS

Fully paid booths will be assigned starting June 1, 2017, based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) NMHC sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location assignment for conflict with competitors. If your booth location needs to be changed, contact NMHC immediately. Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. Additionally, if a member, an exhibitor's NMHC membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.

BOOTH RENTAL INCLUDES:

- Basic booth set-up – pipe and drape forming 3 ft. high side rails and 8 ft. high backdrop
- Booth identification sign with company name and booth number
- Aisle carpeting and aisle carpet cleaning (Exhibit Hall is carpeted)
- Free high-speed Wi-Fi Internet Service
- Security service
- Freebadges: three (3) full conference badges for company personnel with one (1) paid 10' x 10' booth
- Exposure to over 700 targeted executive-level, decision-making attendees at the conference
- Exhibitor recognition listing with booth number on NMHC website
- Exhibitor recognition listing in conference materials and Conference App
- Exhibitor Services Manual e-mailed to confirmed exhibitors and posted on NMHC website in early August 2017

EXHIBIT TERMS AND CONDITIONS

Full booth payment should accompany the completed Booth Request Form and be returned to the address listed on the form. Signing up for a booth early will allow your company to take advantage of the advance promotional opportunities. Credit card payments will be accepted. If your company's accounting department requires an invoice prior to submitting payment, please contact NMHC. Membership in NMHC is not required to exhibit. Following receipt of the Booth Request Form at the NMHC office, a confirmation of receipt will be emailed to your company contact listed on the form.

The exhibit hall floor plan is available online at www.nmhc.org/meetings.

| BOOTH SIZE | NMHC MEMBERS | NON-MEMBERS | NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED |
|----------------------------|---|---|---|
| 10' x 10' (100 sq. ft.) | \$2,600 (by 5/15) \$2,900 (after 5/15) | \$3,200 (by 5/15) \$3,700 (after 5/15) | 3 |
| 10' x 20' (200 sq. ft.) | \$5,200 (by 5/15) \$5,800 (after 5/15) | \$6,400 (by 5/15) \$7,400 (after 5/15) | 6 |

Note: The approximate value of a conference badge is \$600 members/\$1,200 nonmembers.

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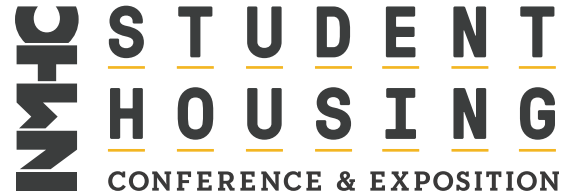
Companies in Attendance



- 5 Element Advisors, Inc.
 7-Eleven, Inc.
 908 Group
 Abacode
 ACORE Capital
 AI North America
 AIG Global Real Estate
 AIG Global Real Estate Investment Corp.
 Airwave Networks, Inc.
 AMCAL Multi Housing
 American Campus Communities
 Amstad Development
 Annex Student Living
 ARA, A Newmark Company
 Arris Real Estate Partners
 Artisan Development
 Aspen Heights
 Asset Campus Housing
 Asset Plus Companies
 Assurant
 Atlantic Student Assets
 AUM
 Avance Capital
 Axiometrics Inc.
 Balfour Beatty Campus Solutions
 Balfour Beatty Communities
 Balzer and Associates
 Barry J Polzin Architects Inc
 BBG
 BBL Campus Facilities
 BC Contracting
 Bellwether Enterprise
 Berkadia
 Berkeley Point Capital LLC
 Berkshire Group
 BH Equities, LLC
 Blue Vista Capital Management
 BLVD Equities
 Bridge Partners
 Bright House Networks
 Bryan Properties
 BSB Design Inc.
 ButterflyMX
 CA Ventures
 Caliber Living, LLC
 Calidus Reality
 Cambridge Capital Investors
 Campus Advantage
 Campus Apartments
 Campus Evolution, LLC
 Campus Technologies
 CampusWorks Development
 Canaccord Genuity
 Canada Pension Plan Investment Board
 Capital One Bank
 Capital One Multifamily Finance
 Capital One Securities, Inc.
 Cardinal Group Management
 Carter & Associates
 Casey Development
 CBRE
 CFLane, LLC
 Clarion Partners
 CLASS, Inc.
 CMG Leasing, Inc.
 Collegium
 Colliers International
 Columbus Nova MB
 Columbus Pacific Properties, Inc.
 Compudyne
 Construction Enterprises, Inc.
 Core Spaces
 Cornerstone Campus Communities
 Cox Communications
 CRG Residential
 Crosswinds Communities
 CUBE 3 Studio Architects, LLC
 Cushman & Wakefield
 DCT
 Deutsche Asset Management
 Diamond Realty Investments
 Dish
 DMG Investments LLC
 dorma+kaba
 Dwell Design Studio, LLC
 EdR
 Elauwit Networks
 Elm Street Student Housing, LLC
 emerich kaspar architect inc.
 Energex Inc
 ePremium Insurance
 Fairfield Residential Company LLC
 Fannie Mae
 FBR Capital Markets
 For Rent Media Solutions
 Forensic Building Consultants
 Fountain Residential Partners
 Fowler Property Acquisitions
 FPA Multifamily
 France Media, Inc.
 Freddie Mac
 G5
 GFO Companies
 GIC Real Estate, Inc.
 Gilbane Development Company
 GMH Capital Partners
 Golden Construction, LLC
 Green Street Advisors
 Greenhill Partners
 Greystar Management Company
 Greystar Real Estate Partners, LLC
 Greystone Servicing Corporation, Inc.
 Hammond Insurance Services
 Harrison Street Real Estate Capital
 Hayes Student Living
 HBO
 HDC Group, LLC
 Heitman
 HFF
 Higher Ed Development Advisors
 Hoover Treated Wood Products, Inc.
 Horizon Realty Advisors
 HQ Capital Real Estate, LP
 Hudson Americas
 Hunt Mortgage Group
 ICI Construction Dallas
 ICS Advanced Technologies
 Insgroup, Inc.
 Institutional Property Advisors, a Division of
 Marcus & Millichap
 Interface
 Interspace Living
 InverDevelopers Group
 INVESCO Real Estate
 Investin Capital
 Investment Property Advisors, LLC
 J. Turner Research
 J.R. Watson & Associates Development Corp.
 JBM
 JLL Capital Markets
 Johnson & Pace Incorporated
 Jonah Systems
 Jordan & Skala Engineers
 Jordan Foster Construction
 Juneau Construction Company, LLC
 Kayne Anderson Real Estate Advisors
 Kennedy Wilson
 KeyBank Real Estate Capital
 Kohlberg Kravis Roberts & Co.
 KTG Y Group, Inc.
 Lambert & Associates
 Landmark Properties
 LandPro Development Group LLC
 Laureate Campus Living
 Leading Edge Investment Advisors
 Lendlease Communities
 Lessard Design Inc.
 Liberty Partners dba Century 21 Advantage
 LIV Development
 Lockton Companies, LLC
 Lowe Enterprises Real Estate Group
 Lutz Real Estate Investments
 M&A Real Estate Partners
 Mallory & Evans Development
 Marcus & Millichap
 McGriff, Seibels & Williams
 McKinney Fund
 MFS
 MidCap Financial
 Mobile Butler
 MRI Software
 Multifamily Specialties, LLC
 Multifamily Insurance Partners
 Multiversity
 Mutual
 NAA
 NDG Student Living
 Nelson Brothers Property Management
 Niles Bolton Associates, Inc.
 Novogradac & Company LLP
 OpenProperty
 Opus Development Company, L.L.C.
 Oxford Development Company

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Companies in Attendance



PAC/PCC
Pacific Life Insurance Company
Pamoja Capital
Parcel Pending
PayLease
Peak Campus
Pierce Education Properties, L.P.
Pinecrest LLC
Pinecrest Partners
PNC Real Estate
Podium Development Corp.
Preferred Apartment Communities, Inc.
Preferred Campus Management
PROffutt Limited Partnership
Progress Student Living
Property Management Insider
RCLCO
Read Property Group
Realco Capital Partners
Red Mortgage Capital, LLC
Renters Legal Liability LLC
RETC Group LP
Rise Real Estate Company
Rittenhouse Realty Advisors
River Caddis Development, LLC
Riverside Development LLC
Robert W. Baird
Rockpoint Group
Rosen Property Group
Ross Shafer
Ryan, LLC
Scannell Properties
Schenk Realty Group, LLC
Sembler Investments
Seminole Financial Services, LLC
Servicios Gala
Servitas
Shore To Shore Properties
Smart Package Room
Smarte Carte Inc.
SmartStop Asset Management, LLC
Smith Equities Real Estate Investment Advisors
South City Partners, LLC
Southern Building Group
Southern Scholarship Foundation
SouthPark Interiors
Spaces Management
Specialty Consultants Inc.
Spring Creek Investment Management
Standing Dog Interactive
Stantec
Starlight Living
Sterling University Housing
Stonepost Properties
STOV Advisory Services LLC
Student Housing Business
Student Housing Solutions
Student.com
Symphony Development
Target Corporation

The Bainbridge Companies
The Barracks Townhomes
The Blackstone Group
The Carlyle Group
The Collier Companies
The Dinerstein Companies
The Jacobson Company
The Koto Group
The Preiss Company
The Scion Group
The Strategic Solution
The TREC Group, LLC
TIAA Global Real Assets
TIAA-CREF
Toll Brothers Campus Living
Toll Brothers, Inc.
Trinitas Ventures
TRO
TSB Capital Advisors, LLC
TSB Realty, LLC
TZP Group
UC Funds
UC Regents
UCC Management Co.
UGA/Georgia Tech
University Communities
University Housing Group
University Partners
University Student Living
Vantiv
Varsity Capital Advisors, LLC
Varsity Properties
Vie Management
Vining's Real Estate Partners, LLC
Virtus Real Estate Capital
VITA Student Housing
VITACON PARTICIPAÇÕES S.A.
VM Design Studio
VP Engineering
Walker & Dunlop
Waypoint Residential
WDG Architecture
WE Housing
Wells Fargo - CRE Philadelphia
Wells Fargo Bank
Wells Fargo Bank - CRE
Wells Fargo Multifamily Capital
Whitney Bank
Williams-Sonoma
Willis Towers Watson
Wimbledon Capital Partners LLC
Zaepfel Development

2016 EXHIBITORS

Allegion
Allstate Investments, LLC
Architecture Demarest
ASSA ABLOY Hospitality
BKV Group, Inc.
Blue Furniture Solutions
Build with Strength, A Coalition of the National Ready Mixed Concrete Assn.
Cavallino Cabinets
Conservice Utility Management & Billing
Dickson Furniture
Display Systems International
Dogwood Building Supply
dorma+kaba
Ecologic Furniture
Engrain
Entrata
Epproach Communications
Function First Furniture
GDE Renovations
HappyCo
Humphreys & Partners Architects, L.P.
InfoTycoon
Kingsley Associates
LofftSmart
Luxer One Package Lockers
Maintenance Supply Headquarters
Modular Building Institute
New England Woodcraft
On-Site
Package Concierge, Inc.
Pavlov Media Inc.
Phunware, Inc.
PPG Architectural Coatings
Property Owners Protection Insurance Company, LLC
RealPage, Inc.
RentMoola Media Payment Solutions LLC
RentPayment
Ruckus Wireless
Shaw Industries
SimpleBills
Symmons Industries
Teton Buildings
uForis VR Inc.
University Furnishings
University Loft Company
WEBER GROUP, INC
Yardi Systems, Inc.
Zhone Technologies, Inc.
Zillow Group

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EXHIBIT BOOTH REQUEST FORM AND GUIDELINES

This request form is an application and contract for exhibit space at the **2017 NMHC Student Housing Conference & Exposition**, between the National Multifamily Housing Council and your company (Exhibitor). It will become effective upon written acceptance by NMHC.

EXHIBIT BOOTH REQUEST

COMPANY NAME (If your company has changed its name since its last participation in an NMHC event, please list the previous name below.)

PREVIOUS COMPANY NAME (If different than current name)

WHAT IS YOUR COMPANY'S OBJECTIVE FOR THE SHOW?

IMPORTANT FOR BOOTH ASSIGNMENT PROCESS:

PLEASE INDICATE THE TYPE OF PRODUCT/SERVICE YOUR COMPANY WILL BE EXHIBITING (e.g., property management software, furniture)

CONTACT NAME OF PERSON HANDLING YOUR BOOTH (This person will receive all communications on behalf of your company.)

TITLE

EMAIL

STREET ADDRESS

CITY

STATE

ZIP CODE

PHONE

EXT.

FAX

WEBSITE

Check your booth size preference: 10' x 20' (200 sq. ft.); 10' x 10' (100 sq. ft.); Other
See the current exhibit hall floor plan online at www.nmhc.org/meetings

Based on size preference checked off, list your top 6 preferred booth locations:

1. _____ 2. _____ 3. _____ 4. _____ 5. _____ 6. _____

Our company prefers not to be located next to the following competitive firms:

1. _____ 4. _____

2. _____ 5. _____

3. _____ 6. _____

It is understood that by submitting this application for exhibit space, your company and its representatives agree to abide by the rules and regulations governing the 2017 NMHC Student Housing Conference & Exposition in general and as outlined on the following page, in the Sponsorship & Branding Opportunities guide and in the Exhibitor Services Manual. This application, when accepted by the National Multifamily Housing Council and payment is made, becomes a contract.

SIGNATURE

PRINTED NAME

DATE

Return both sides of **this completed Booth Request Form** via fax or email to the attention of Deanita Davis at 202/775-0112 (fax) or ddavis@nmhc.org.

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PAYMENT INFORMATION

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

CREDIT CARD NUMBER:

EXP. DATE:

NAME AS IT APPEARS ON CARD

SIGNATURE (required)

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EXHIBIT BOOTH REQUEST FORM AND GUIDELINES

1. **Eligible Exhibits:** NMHC reserves the right to determine the eligibility of any company or product to exhibit in the Conference and the right to reject or cancel any application and/or limit space assigned to any one company.
2. **Limitation of Exhibitors:** NMHC reserves the right to stop or remove from the Conference any exhibitor or representative(s) who, in the opinion of NMHC, is objectionable or detracts from the dignity of the Conference.
3. **Exhibitor Due Diligence:** NMHC makes no representation concerning any sponsor or its products or services, and the admission to the Conference of any sponsor or exhibitor constitutes neither an endorsement, a recommendation, nor a representation by NMHC of any exhibitor or sponsor, or its products or services.
4. **Assignment of Space:** Fully paid booths will be assigned based on the following, in order of priority: (1) number of years the company/division has exhibited; (2) Conference sponsorship; (3) company membership level in NMHC; and (4) date the Booth Request Form is received. NOTE: Please check your booth location assignment for conflicts with competitors. If your booth location needs to be changed, contact NMHC immediately. Proximity to competitors is each supplier's responsibility. Booth assignments are dependent upon receipt of the Booth Request Form, receipt of payment and booth availability. One exhibit point is assigned to each company that exhibits annually at the NMHC Student Housing Conference & Exposition, regardless of the number of booths purchased. Past exhibit points will be forfeited for any company that does not exhibit consecutively from year to year. Additionally, if a member, an exhibitor's NMHC membership dues must be fully paid prior to booth assignment. If your booth choices are not open at the time of assignment, we will assign the next best space for exposure to attendee traffic and as close to the type of request first made.
5. **Cancellation of Contract/Downsizing:**
 - A. Cancellation/Downsizing by Exhibitor:
 1. No refunds for downsizing or cancellation will be made.
 2. Your exhibit payment is non-transferable.
 - B. Cancellation by NMHC: Notice of cancellation of exhibit space may be given to an exhibiting company according to the terms as invoiced. If full payment has not been received at the NMHC office, notice of cancellation shall be in writing and mailed to the exhibiting company. In the event of cancellation by NMHC, the exhibitor's payment will be non-refundable.
6. **Co-Exhibiting or Subletting of Exhibit Space:** One company is allowed to exhibit per booth. Exhibitors are prohibited from subletting any part of the space allotted to them or exhibiting in their space any merchandise or advertising materials that are not a part of their product lines, unless authorized by NMHC.
7. **Liability:** Exhibitor agrees to, at all times, protect and defend, save and hold forever harmless, and fully indemnify the National Multifamily Housing Council and the Tampa Marriott Waterside Hotel & Marina, and their leadership and employees, from and against any and all claims, actions, losses, damages, costs (including reasonable attorney's fees), liability charges, or expenses arising out of or in conjunction with (1) any property or personal injury or other occurrence to any property or person(s), including the exhibitor, its agents, employees, and business invitees, which arises out of or is in conjunction with the exhibitor's occupancy and use of the exhibition premises or any part thereof, and, further, (2) any alleged violations of any law or ordinance occasioned by the intentional or negligent actions of the exhibitor, its agents, employees, and business invitees. NMHC and the Tampa Marriott Waterside Hotel & Marina expressly disclaim any possible liability for the safety of the exhibitor's property or exhibit against robbery, fire, water, accidents of any sort, or injury or damage from any other cause. Should any loss by theft occur, the exhibitor agrees to report it to the security person on duty, hired by the exhibit management or the hotel, immediately.
8. **Security Guidelines for Exhibitors:**
 - A. Avoid leaving valuable items unattended or articles in the booth during non-exhibit hours.
 - B. If possible, cover your display with a flameproof drop cloth during non-exhibit hours.
 - C. Run wire or cable through as many items as possible and lock them during non-exhibit hours.
 - D. Remove pertinent component parts from display or floor models not being used for demonstration during non-exhibit hours.
 - E. Never leave your booth unattended during exhibit hours. Do not hesitate to report to NMHC staff any suspicious person(s) in the exhibit area.
 - F. Pack all of your equipment products as soon as move-out starts and make sure all labels are properly made out.
 - G. At commencement of move-out, remove small articles of value.
9. **Booth Construction/Design/Layout:**
 - A. Standard booth equipment will consist of an 8 ft. back wall of draperies with aluminum uprights and 3 ft. high divisional side rails covered with matching or contrasting draperies.
 - B. To allow an unobstructed view of booths, exhibitors are not permitted to have their booths and backdrops exceed 8 ft. in height for linear booths. Backdrops/backgrounds 8 ft. in height may extend forward no more than 5 ft. from the back wall. Consult NMHC if you have questions or require a diagram for clarification.
10. **Mergers and Buyouts:** In the case of exhibiting companies that have either merged with, been purchased by, or have purchased another company and merged their booth space, the new company will receive the points earned by the company that had the higher point total, if requested in writing by the merged company. The priority points will not be combined.
11. **Joint Ventures/Co-Marketing:** Definition – The definition of a joint venture/co-marketing agreement is that in which two or more companies are developing, manufacturing, producing, or distributing the same product. In this case, it refers to companies that may have entered into joint ventures or co-marketing agreements and wish to exhibit in a manner best describing their joint agreement. Companies having such a business agreement may choose to: A. Be aligned on the exhibit floor adjacent to each other in order to jointly promote the specific product; or B. Be represented by only one of the companies in the agreement utilizing exhibit space, but displaying through signage that the product is a joint venture/co-marketed product; or C. Exhibit in one booth under the joint venture name with one exhibit manager contact coordinating all joint venture booth staff and activities (registration badges, show guide listings, etc., which are subject to show management policies). If the companies having the agreement wish to have their space located adjacent to each other, both companies should submit such in writing, with their applications, a cover letter initiating the request. A copy of the letter should also go to each of the companies in the agreement. Space allocation should be based on the present points average of the companies in the agreement. If only one company is exhibiting the co-marketed product, show management should deal only with that exhibiting company. Subletting of space for the purpose of allowing another company to exhibit within the principal exhibit is not permitted. If the non-exhibiting company needs registration badges, they should work directly with show management and according to show management's policies. Show management will make every effort to be inclusive of all joint marketing partners. If possible and upon request, the names of both joint partners should be included in separate listings in the printed materials. Show management may charge an administrative fee for the additional listing. If two listings cannot be provided, the exhibiting company should list the non-exhibiting partner within its listing.
12. **Exhibitor Intellectual Property:** Exhibitor warrants and represents that it owns all intellectual property being used in promotion or exhibited at the 2017 NMHC Student Housing Conference & Exposition, and agrees to defend, at exhibitor's expense, and to indemnify NMHC for any action brought against NMHC arising out of any dispute over intellectual property.
13. **General Show Policies:** NOISY, OFFENSIVE EXHIBITS ARE PROHIBITED. If you are having demonstrations, do not have them in the aisle where your exhibit is located if you expect people to congregate there. Leave space within your exhibit to absorb the majority of the crowd. Should spectators interfere with the normal traffic flow in the aisle or overflow into the exhibits on the sides or across the aisle, the Show Manager will request that you limit or eliminate your presentation. Police your booth to be sure the noise level from any demonstrations or sound system is kept to a minimum and does not interfere with others. The Show Manager reserves the right to determine what constitutes interference with others. All business activities, circulars, and advertising matter must be conducted and distributed within the booth(s) assigned to the exhibitor. Materials may not be distributed in other areas of the Conference facility. Exhibitor agrees not to hold any social event to which attendees are invited, or entice attendees off the exhibit floor during official exhibit and Conference hours. Further, no exhibits or In Conjunction With events are permitted outside the exhibition area, which includes hotel rooms, suites, or public places on September 25-27, 2017, unless approved in advance by NMHC. In Conjunction With events held by non-sponsor companies will be charged a \$10,000 fee.
14. **Restricted Attendance:** False certification of individuals or other methods or devices used to assist unauthorized persons to gain admittance to the exhibit floor or the Conference is cause to expel the violator from the exhibition and Conference, and to remove the exhibit from the floor without obligation on the part of NMHC.
15. **Policy on Suitcasing & Outboarding:** Show rules strictly prohibit solicitation, "suitcasing", or "outboarding" by attendees or non-attendees (NMHC members and non-members alike) who transact business at the exposition or in the Student Housing Conference hotel and do NOT have exhibit booths. See full NMHC Suitcasing and Outboarding policy online at www.nmhc.org/meetings
16. **NMHC follows the International Association of Exhibitions and Events (IAEE) best practices and rules of exhibiting.**