

2018 NMHC Student Housing Conference & Exposition

October 3-5, 2018

Hyatt Regency Huntington Beach Resort and Spa | Huntington Beach, CA

The NMHC Student Housing Conference & Exposition is the premier event for the student housing industry, bringing together 700+ leaders from all facets of the sector (owners, operators, investors, lenders, brokers, suppliers and university partners). Importantly, it is strategically timed to take place at the start of each new school year. The conference serves as a platform to share the most up-to-date industry information, including lease-up numbers, new developments, millennial marketing strategies, technological innovations, new industry entrants and much more.

This conference is open to NMHC members and nonmembers – over 700 executives attend.

2018 Student Housing Conference & Exposition Sponsorship Opportunities

Sponsorship opportunities are available to NMHC members only. **The minimum sponsorship level is \$10,000.** Sponsors will receive the benefits listed under “Additional Benefits,” as well as the specific benefits listed under each individual sponsorship opportunity selected by the sponsor, which are detailed on the following pages.

SPONSORSHIP OPPORTUNITIES:

Candy Station \$5,000 each	General Session \$20,000 each per day
Coffee Break in the Exhibit Hall \$20,000 exclusive	Hotel Room Do Not Disturb Card \$10,000 exclusive
Conference App \$45,000 exclusive or \$15,000 each	Lanyard \$20,000 exclusive
NEW: Conference App Push Notification \$5,000 per day	Luggage Storage \$5,000 exclusive
NEW: Conference App Splash Screen Ad \$10,000 per day	Networking Reception in the Exhibit Hall \$20,000 per day
Conference Daily Emails \$10,000 each per day	On-site Pocket Guide \$20,000 exclusive
Continental Breakfast Social \$10,000 each per day	Turndown Service/ In-Room Drop \$15,000 per night
	Wi-Fi Internet Access \$20,000 exclusive



BRANDING OPPORTUNITY:

Meeting Recap Email Package
\$25,000 (Additional Fee)

EXHIBITS:

NMHC provides the opportunity for our partners to network one-on-one with the leaders and decision makers in student housing on the trade show floor. More information about exhibiting will be available in Spring 2018.

SPONSOR POLICIES:

- ▶ Sponsors are required to be NMHC members.
- ▶ Sponsors can choose individual items at the meeting(s) of their choice, up to their desired sponsor level. If the sponsor does not designate anything, then NMHC will assign an item to the sponsor.
- ▶ Sponsorship monies only apply to meeting/conference opportunities. Emerging Leaders Events and Branding Opportunities are an additional fee and will be invoiced separately from sponsorship.
- ▶ Sponsor company to provide its 4-color logo as an .eps or .jpg file.
- ▶ See the 2018 NMHC Sponsorship Pledge Form for full terms and conditions.

To sponsor please contact:

Melissa Rowan at
mrowan@nmhc.org
or 202/974-2372

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SPONSORSHIP OPPORTUNITIES:

- Candy Station | \$5,000 Each Per Day (One (1) available per day)**
Sweet treats will be provided during this afternoon break! The sponsor company may provide a branded candy or treat for the buffet at their own cost. *Item is to be provided by the sponsor and approved by NMHC.*
- Coffee Break in the Exhibit Hall | \$20,000 (Exclusive)**
Special, gourmet coffee drinks will be served to attendees during this fun, mid-morning break in the exhibit hall. *The sponsor may upgrade the break through hotel catering at their own cost or provide a branded break item, such as to-go coffee cups. Please contact mrowan@nmhc.org for details. Break enhancements and items are to be provided by the sponsor and approved by NMHC. **Sponsor must be an exhibitor.***
- Conference App | \$45,000 (Exclusive) or \$15,000 Each (Three (3) available)**
The conference app is the central hub for all meeting-related information! Viewed by all attendees using the app, this opportunity enables the sponsor company to engage seamlessly with attendees and link them directly to their website or ad, via their choice of a hyperlinked logo or banner ad. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. *Art is to be provided by the sponsor and approved by NMHC. Contact Melissa Rowan at mrowan@nmhc.org for banner ad artwork specs. **Artwork is due to mrowan@nmhc.org by September 5, 2018.***
- NEW: Conference App Push Notification | \$5,000 Per Day (One (1) available per day)**
A push notification (alert) is a powerful, real-time marketing tool that allows the sponsor to deliver their company's message directly to the attendees that opt in to receive alerts via the app. The push notification will be set at a predetermined time and date (to be set by NMHC) during the conference. Copy is limited to 140 characters and can include standard text or social media hashtags (images and hyperlinks are not accepted). *Copy is to be provided by the sponsor and approved by NMHC. **Copy is due to mrowan@nmhc.org by September 5, 2018. Only one (1) opportunity per sponsor company is allowed. Sponsor must be an exhibitor.***
- NEW: Conference App Splash Screen Ad | \$10,000 Per Day (One (1) available per day)**
The sponsor company can use this marketing tool to provide an ad set to pop up in the conference app at a predetermined time and date (to be set by NMHC) during the conference. Registrants will see the branded splash screen when they open the app, if the app is not in use when the alert is scheduled. Art is to be provided by the sponsor and approved by NMHC. **Art is due to mrowan@nmhc.org by September 5, 2018. Only one (1) opportunity per sponsor company is allowed. Sponsor must be an exhibitor.**
- Conference Daily Emails | \$10,000 Per Day (One (1) available per day)**
Each morning all 700+ conference registrants will receive an email highlighting the news, sessions and events of the day ahead. The sponsor's hyperlinked logo will be featured in the email. A very brief tagline can be included with the logo. **Art is due to mrowan@nmhc.org by September 5, 2018. Only one (1) daily email opportunity per sponsor is allowed.**
- Continental Breakfast Social | \$10,000 Each Per Day (Five (5) available per day)**
The Continental Breakfast Social is a fun way for attendees to kick off their busy day! Continental networking breakfasts will take place on Thursday and Friday mornings. Sponsor recognition signs will be placed on the buffet tables for breakfast.
- General Session | \$20,000 Each Per Day (Two (2) available per session, per day)**
General sessions featuring expert panelists and speakers from inside and outside the multifamily industry will take place throughout the meeting. Sponsorship includes choice of session day and verbal acknowledgment from the stage.
- Hotel Room Do Not Disturb Card | \$10,000 (Exclusive)**
Create custom, branded messaging for the DND door hanger distributed to all attendees to use on their hotel room doors at the headquarter hotel. *The cost of design, printing and delivery is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC.*
- Lanyard | \$20,000 (Exclusive)**
Lanyards (with retractable badge reels) displaying the sponsor company's logo will be attached to attendee name badges and distributed at registration.
- Luggage Storage | \$5,000 (Exclusive)**
Complimentary luggage storage will be provided for meeting registrants on the last morning at the headquarter hotel. The sponsor will be recognized in a "push notification" alert sent via the conference app notifying registrants of the location and hours.
- Networking Reception in the Exhibit Hall | \$20,000 Per Day (One (1) available per day)**
Conference registrants will enjoy cocktails and appetizers as they tour the exhibit hall to check out the latest offerings from the industry's top vendors. Cocktail napkins with your company's logo imprinted will be available at the bars, and sponsor recognition signs will be placed on the cocktail tables. **Sponsor must be an exhibitor.**

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SPONSORSHIP OPPORTUNITIES (CONTINUED):

- On-site Pocket Guide | \$20,000 (Exclusive)**
This abbreviated agenda and event guide serves as an on-site reference tool for attendees. It is distributed to all attendees at the on-site registration desk. Your company's logo will be featured on the cover of the agenda.
- Turndown Service/In-Room Drop | \$15,000 Per Night (One (1) available per night)**
Place a special amenity or gift and customized message in each attendee's room on your choice of Wednesday or Thursday night. *The cost of the amenity or gift, delivery and message is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC. All meeting guests in the headquarter hotel receive the room drop. Select lists are not permitted.*
- Wi-Fi Internet Access | \$20,000 (Exclusive)**
Free Wi-Fi Internet access will be available in the general session and meeting rooms and in the registration area. The sponsor company's name or variation of company name (depending on hotel requirements) will be used as the password and determined by NMHC.
Sponsor must be an exhibitor.

Promotional items to be produced by NMHC unless otherwise noted.

Note: Sponsor items subject to change. If you do not see an item listed or if you have any new sponsorship ideas you'd like to submit for consideration, please contact Melissa Rowan at mrowan@nmhc.org.

Sponsorship opportunities are limited, so please confirm early. If the opportunity sells out, we will create a wait list and contact you if the item becomes available.

ADDITIONAL BENEFITS:

Sponsors of the 2018 NMHC Student Housing Conference & Exposition will receive the following benefits during this meeting:

- ▶ One (1) free additional attendee registration for the meeting (*does not apply to 40th Anniversary, Chairman's Circle or Friends of the Council sponsors*).
- ▶ Listing in meeting notices sent to all invited members and nonmembers.
- ▶ Listing in the meeting information posted on the meeting web pages.
- ▶ Listing in official on-site meeting program and in the official Conference App.
- ▶ Logo included on signage prominently displayed at the meeting.
- ▶ Logo included in the PowerPoint presentations displayed before the start of each general session.
- ▶ Ability to host a subgroup event at the meeting/conference hotel headquarters. (*Contact NMHC for information.*)
- ▶ Access to the mailing list of NMHC members or event attendees for a direct mail campaign through a third-party mail house. (*Contact NMHC for information.*)

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