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2017

Sponsorship & Branding Opportunities

NATIONAL
MULTIFAMILY
HOUSING
COUNCIL

Partner. Connect. Grow.

Thank You to Our 2016 Chairman's Circle and Friends of the Council Sponsors

2016 CHAIRMAN'S CIRCLE SPONSORS



2016 FRIENDS OF THE COUNCIL SPONSORS



2017 NMHC Sponsorship & Branding Opportunities

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Become a NMHC Sponsor

NMHC's success comes from the support of our members and sponsors. With your partnership, NMHC will continue to bring together the leaders and decision-makers in the apartment industry with education, research, strategic Capitol Hill activity, networking and more! In 2017, we are pleased to continue offering several categories of sponsorships.

SPONSOR LEVELS

CHAIRMAN'S CIRCLE

If your firm commits to \$50,000 or more in sponsorships in 2017, you will join the Chairman's Circle and receive the following benefits:

- ▶ Logo and link included on the NMHC sponsor web page for the entire calendar year (www.nmhc.org/sponsors).
- ▶ Recognition during every 2017 NMHC meeting, forum and conference & exposition, not just the specific meeting(s) you sponsor.
- ▶ Four (4) free additional attendee registrations for every 2017 NMHC meeting, forum and conference & exposition, not just the specific meeting(s) you sponsor.
- ▶ Invitations to VIP events at various meetings, such as luncheons and photo opportunities with keynote speakers, and the Chairman's Reception.
- ▶ Opportunity to select and combine sponsor items for \$50,000 or more.*
- ▶ Right of first refusal on meeting items previously sponsored by your company.
- ▶ Additional benefits detailed under "Meeting Sponsor."

FRIENDS OF THE COUNCIL

If your firm commits to \$25,000 to \$49,999 in 2017, you will join the Friends of the Council and receive the following benefits:

- ▶ Logo and link included on the NMHC sponsor web page for the entire calendar year (www.nmhc.org/sponsors).
- ▶ Recognition during every 2017 NMHC meeting, forum and conference & exposition, not just the specific meeting(s) you sponsor.
- ▶ Two (2) free additional attendee registrations for every 2017 NMHC meeting, forum and conference & exposition, not just the specific meeting(s) you sponsor.
- ▶ Invitations to VIP events at various meetings, such as luncheons and photo opportunities with keynote speakers, and the Chairman's Reception.
- ▶ Opportunity to select and combine sponsor items for \$25,000 or more.*
- ▶ Right of first refusal on meeting items previously sponsored by your company.
- ▶ Additional benefits detailed under "Meeting Sponsor."

MEETING SPONSOR

If your firm commits to \$10,000 to \$24,999 in 2017, you will become a Meeting Sponsor and receive the following benefits:

- ▶ One (1) free additional attendee registration for the meeting (*not applicable to 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 Mobile Meeting App (*where applicable*).
- ▶ Logo included on signage prominently displayed at the meeting.
- ▶ Inclusion in the PowerPoint presentations displayed before the start of each General Session.
- ▶ Ability to host a subgroup event at the meeting/conference hotel headquarters (*restrictions apply – please contact NMHC for details*).
- ▶ Access to a mailing list of NMHC members or event attendees for a direct mail campaign (*restrictions apply – please contact NMHC for details*).

*Sponsorship monies only apply to meeting opportunities. Advertising and Emerging Leaders events are a separate fee. Chairman's Circle and Friends of the Council sponsors are encouraged to be Board of Directors-level members to receive maximum benefits.

NMHC Sponsorship Level Benefits

Benefits	Chairman's Circle (\$50,000 or more)	Friends of the Council (\$25,000 - \$49,999)	Meeting Sponsor (\$10,000 - \$24,999)
Logo and link included on the NMHC sponsor web page for the entire calendar year.	×	×	—
Recognition during 2017 NMHC meetings, forums and conferences & expositions.	×	×	Meeting Specific
Free additional attendee registrations.	4 (All Meetings)	2 (All Meetings)	1 (Meeting Specific)
Invitations to VIP events at various meetings.	×	×	×
Opportunity to select sponsor items to meet desired sponsor level.	\$50,000 or more	\$25,000 or more	\$10,000
Right of first refusal on meeting items previously sponsored by your company.	×	×	—
Access to a mailing list of NMHC members or event attendees for a direct mail campaign.*	×	×	Meeting Specific
Ability to hold a subgroup event at the meeting/conference hotel headquarters.*	×	×	Meeting Specific
Listing in meeting notices sent to all invited members and nonmembers.	×	×	Meeting Specific
Listing in meeting information posted on the meeting web pages.	×	×	Meeting Specific
Listing in meeting materials provided on-site and in Mobile Meeting App (where applicable).	×	×	Meeting Specific
Listing on signage prominently displayed at the meeting.	×	×	Meeting Specific
Inclusion in PowerPoint presentations displayed before the start of each meeting.	×	×	Meeting Specific

*Restrictions apply. See official Sponsor Opportunities Guide for more details and information

2017 NMHC Apartment Strategies Outlook Conference

January 24, 2017 | Manchester Grand Hyatt | San Diego, CA

The NMHC Apartment Strategies Outlook Conference precedes the NMHC Annual Meeting and features an entire day of sessions focused on trends, statistics and powerful business insight into what lies ahead in 2017 for the economy and our industry.

This conference is open to both NMHC members and nonmembers – approximately 1,600 executives attend.

Sponsorship Opportunities:

Sponsorship opportunities for the NMHC Apartment Strategies Outlook Conference are available to 2017 Chairman's Circle and Friends of the Council sponsors only.

OVERALL SPONSOR

As an Overall Sponsor, your company has maximum brand exposure before and during the NMHC Apartment Strategies Outlook Conference. Sponsorship includes your company logo on printed materials, emails marketing the General Sessions, company logo on event signage during the conference (including at the entrance to the General Session room and at the entrance to the Networking Lunch), and acknowledgement from the General Session stage.

Sponsorship Fee: \$15,000 Each

CONFERENCE APP

The Conference App is the essential on-site guide! Attendees have 24/7 access to the agenda, attendee list, speaker bios & photos, sponsor information, and the ability to network and engage with fellow conference attendees! As one of the most-used on-site resources, your company will receive prime branding exposure. The sponsor's logo (linked to the company's web site) is placed on the landing page of the app. The sponsor's logo will also be included on all pre-show promotion of the app and in on-site materials and on signage.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor



To sponsor this conference, please contact:

Melissa Rowan
mrowan@nmhc.org

202/974-2372 by December 16, 2016.

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

Sponsor company to provide its 4-color logo as an eps or jpg file.

2017 NMHC Annual Meeting

January 24-26, 2017 | Manchester Grand Hyatt | San Diego, CA

The NMHC Annual Meeting is the multifamily industry's premier event featuring NMHC's exclusive networking opportunities with the industry's leaders, along with in-depth sessions on market intelligence and business strategy to ensure your company's success for the upcoming year.

This meeting is open to NMHC members only – over 2,400 executives attend.

Note: 2017 sponsoring companies that are considering holding a subgroup event during the 2017 Annual Meeting must submit their subgroup event request to NMHC by October 1, 2016, to be included in the space lottery drawing. After October 1, space is assigned on a first come, first serve basis.

Sponsorship Opportunities:

Sponsorship opportunities for the Annual Meeting are available to all sponsor levels. The minimum sponsorship level is \$10,000.

ANNUAL DINNER & ENTERTAINMENT

Attendees will enjoy a fun evening together enjoying a professionally planned and catered three-course dinner with wine and entertainment. Dinner entertainment will be provided by Dana Carvey, Actor and Emmy Award Winning Comedian. Sponsorship includes signage at the entrance to the dinner facility.

Sponsorship Fee: \$25,000 Each

ANNUAL DINNER RECEPTION

Immediately preceding the Annual Dinner, this must-attend networking event provides a fun and casual atmosphere conducive to networking. The reception features an open bar serving premium brand liquors, wines, imported and domestic beers and passed hors d'oeuvres. 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 signage at the entrance to the reception, signs on the cocktail tables and cocktail napkins with your company logo imprinted.

Sponsorship Fee: \$25,000 Each

BOARD OF DIRECTORS BREAKFAST

Open to NMHC Board of Directors members only, your company's presence is guaranteed during this breakfast. Sponsorship includes signage at the entrance to the room and on the buffet tables for breakfast.

Sponsorship Fee: \$25,000 Each

Limited to two (2) sponsors (sponsor must be a Board of Directors-level member)



CONFERENCE APP

The Conference App is the essential on-site meeting guide! Attendees have 24/7 access to the agenda, attendee list, speaker bios & photos, sponsor information, and the ability to network and engage with fellow meeting attendees! As one of the most-used on-site resources, your company receives prime branding exposure. The sponsor's logo (linked to company's website of choice) is placed on the landing page of the app. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. Sponsor logos will also be included on all pre-show promotion of the app and in on-site materials and signage.

Exclusive Sponsorship Fee: \$75,000

Limited to one (1) sponsor

Individual Sponsorship Fee: \$25,000 Each

Limited to three (3) sponsors

2017 NMHC Annual Meeting *(continued)*

January 24-26, 2017 | Manchester Grand Hyatt | San Diego, CA

CONTINENTAL BREAKFAST SOCIAL

Continental breakfasts will take place on Wednesday and Thursday mornings. Your company's presence will be noticed by attendees as they grab breakfast and network with each other. Sponsorship includes signage at the entrance to the room and on the buffet tables for breakfast.

Sponsorship Fee: \$15,000 Each Per Day

EXECUTIVE COMMITTEE MEETING SPEAKER

NEW

Open to NMHC Executive Committee members only, executives from NMHC's top member firms gather to listen to a thought-provoking discussion led by an inspirational business speaker. This high-profile opportunity enhances your company's presence during the session. Sponsorship includes signage at the entrance to the meeting room. Available pending any speaker restrictions.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor (*sponsor must be an Executive Committee member*)

GENERAL SESSION

Sponsoring a general session elevates your company's presence among attendees as they listen to expert panelists discuss hot topics and industry-related issues. Two (2) general sessions will take place during the meeting. Sponsorship includes signage at the entrance to the general session room, logo displayed on the screen prior to the start of the session, and acknowledgment from the stage.

Sponsorship Fee: \$25,000 Each Per Day

Limited to two (2) sponsors per day

HOTEL ROOM DOOR HANGER/ DO NOT DISTURB CARD

This highly visible DND door hanger will be seen on all attendees' hotel room doors during the meeting. Your company can provide custom messaging for the door hanger.

The cost of the door hanger design, printing and delivery are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor

HOTEL ROOM KEY CARD

Highly-visible and used by all attendees lodging at the official conference hotel, the branded hotel key card places the sponsor's message directly into the hands of attendees as they use their key cards to access their rooms throughout the conference. The key cards feature the sponsor company's logo and custom messaging.

Design of the key card to be provided by the sponsor and approved by NMHC.

Sponsorship Fee: \$50,000

Limited to one (1) sponsor



KEYNOTE SPEAKERS

Condoleezza Rice will speak to attendees at Wednesday's general session. This session will be followed by an exclusive VIP luncheon, which will include the keynote speaker, invited Executive Committee members, past NMHC chairmen and 2017 Chairman's Circle and Friends of the Council sponsors.

Mitt Romney will provide the keynote during Thursday's general session. This session will be followed by an exclusive VIP photo opportunity with the keynote speaker. Sponsorship includes recognition in marketing materials promoting the general session and Luncheon, signage at the entrance to the general session and VIP luncheon room, a listing in meeting materials, logo displayed on the screen prior to the start of the general session, and acknowledgment from the stage.

Wednesday Sponsorship Fee: \$135,000

Limited to one (1) sponsor

Thursday Sponsorship Fee: \$100,000

Limited to one (1) sponsor

2017 NMHC Annual Meeting *(continued)*

January 24-26, 2017 | Manchester Grand Hyatt | San Diego, CA

LUGGAGE STORAGE

Provide attendees a much-needed space to store their luggage on the last day of the meeting. Sponsorship includes signage at the entrance to the storage area and a “push notification” sent to attendees on the morning of the last day via the Conference App.

Sponsorship Fee: \$5,000

Limited to one (1) sponsor

MEETING AGENDA

The pocket-sized agenda is a useful and handy reference item. It is distributed to attendees at the on-site registration desk. Your company’s logo will be featured on the cover of the agenda.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

OPENING RECEPTION

The Opening Reception takes place on Tuesday evening and is the perfect opportunity for your company to make a first impression on attendees as they gather to network during the first official social event of the meeting. The reception features an open bar serving premium brand liquors, wines, imported and domestic beers, and passed hors d’oeuvres. 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 signage at the entrance to the reception, signage on the cocktail tables and cocktail napkins with your company logo imprinted.

Sponsorship Fee: \$25,000 Each

Sponsor company to provide its 4-color logo as an eps or jpg file.

PROGRAM DAILY EMAILS

NEW

The daily email includes important meeting information and highlights of the day ahead and is distributed digitally to all meeting attendees. Your company’s logo will appear in the email. You can choose either Tuesday, Wednesday, Thursday or a combination of days.

Sponsorship Fee: \$15,000 Per Day

Limited to one (1) sponsor per day

REFRESHMENT BREAK

Guarantee your presence at one of the refreshment breaks throughout the meeting as attendees refuel for the next round of meetings and sessions. Refreshment breaks will take place on Tuesday and Wednesday afternoon, and on Thursday morning. Sponsorship includes signage on the buffet tables.

Sponsorship Fee: \$10,000 Each Per Day

SOCIAL LOUNGE AND CHARGING LOCKERS

The highly visible and trafficked Social Lounge is the perfect area for busy conference attendees to relax in comfortably arranged furniture, hold conversations or check email. Secure charging lockers offer attendees the opportunity to recharge their handheld devices. The sponsor is recognized with signage in front of the lounge, signage on the charging lockers and on customized screen savers at each computer station.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

TURNDOWN SERVICE/IN-ROOM DROP

Your company’s kind gesture and token of hospitality will leave a lasting impression on the minds of meeting attendees as they return to their rooms after a busy day on Monday, Tuesday and Wednesday. An amenity and message will be placed in each guest’s room.

The cost of the amenity, delivery and message are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC. All meeting guests in the headquarters hotel receive the room drop. Select lists are not permitted.

Sponsorship Fee: \$15,000 (Monday, Tuesday or Wednesday)

Limited to one (1) sponsor per night

WI-FI INTERNET SERVICE

Free Wi-Fi access will be available in the general session and meeting rooms and in the registration area. The sponsorship includes signage in the registration and meeting room areas and a listing in the program daily emails.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

To sponsor, please contact:

Melissa Rowan
mrowan@nmhc.org

202/974-2372 by December 16, 2016

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

2017 NMHC Research Forum

April 5-6, 2017 | Hilton Dallas/Plano Granite Park | Plano, TX

The 2017 NMHC Research Forum is a members-only event dedicated to multifamily research. The forum provides data-driven business intelligence on critical issues facing the industry.

This forum is open to NMHC members only – approximately 125 executives attend.

Sponsorship Opportunities:

Sponsorship opportunities for the Research Forum are available to all sponsor levels.

OVERALL SPONSOR

Being an Overall Sponsor of the Research Forum provides your company with the greatest exposure to meeting attendees. This sponsorship includes a sponsor's logo in meeting materials, on signage during the forum at the entrance to the meeting room and acknowledgment from the stage.

Sponsorship Fee: \$2,500 Each

Limited to six (6) sponsors

Sponsor company to provide its 4-color logo as an eps or jpg file.



To sponsor, please contact:

Melissa Rowan

mrowan@nmhc.org

202/974-2372 by December 16, 2016

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

2017 NMHC Spring Board of Directors Meeting

May 16–18, 2017 | Conrad Hotel New York | New York

The NMHC Spring Board of Directors Meeting is the Council's most exclusive meeting of the year, limited to a few hundred of the industry's most senior executives. This meeting offers attendees an invaluable opportunity to candidly share information and insights, debate issues of common interest and hear from dynamic speakers from outside of the industry as well as key policymakers.

This meeting is open to NMHC members only – 300 C-suite executives attend.

Sponsorship Opportunities:

Firms must be a Board of Directors-level member or above to attend and sponsor this meeting. Sponsorship opportunities for the Spring Board of Directors Meeting are available to Chairman's Circle and Friends of the Council sponsors only.

BREAKFAST

Your company will stand out among attendees at the breakfast on Wednesday or Thursday morning. Sponsorship includes signage at the entrance to the room and on the buffet tables at breakfast.

Sponsorship Fee: \$15,000 Each

Limited to two (2) sponsors

DINNER RECEPTION

The dinner reception is heavily attended and is conducive to networking with colleagues in a social atmosphere as attendees gather to unwind and discuss the day's sessions. The professionally planned and catered reception is hosted with an open bar serving premium brand liquors, wines and imported and domestic beers. Passed hors d'oeuvre trays are heavily dressed with food carefully selected to please most any palate. The sponsorship includes signage at the entrance to the reception room and cocktail napkins with your company logo imprinted.

Sponsorship Fee: \$20,000 Each

Limited to three (3) sponsors

DINNER

The main social event of the meeting, the dinner includes a three-course meal with wine. An intellectually fascinating speaker may wrap up the evening. Sponsorship includes signage at the entrance to the banquet room.

Sponsorship Fee: \$20,000 Each

Limited to five (5) sponsors

GENERAL SESSION

Sponsoring a general session elevates your company's presence among attendees as they listen to expert panelists discuss hot topics and industry-related issues. Sponsorship includes signage at the entrance to the general session room, logo displayed on the screen prior to the start of the session, acknowledgment from the stage, and recognition in marketing materials promoting the session.

Sponsorship Fee: \$15,000 Per Session

Limited to two (2) sponsors per session



MEETING AGENDA

This pocket-sized, lightweight meeting agenda is the perfect quick reference item distributed at the registration desks that attendees carry around and use to stay on top of the meeting schedule. The sponsor company's logo is featured on the cover of the agenda.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor

MEETING PORTFOLIO

The meeting portfolio contains pertinent information related to the meeting, including the attendee list and speaker bios. It is distributed to attendees at the on-site registration desk. The sponsor company's logo will be featured on the cover.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor

2017 NMHC

Spring Board of Directors Meeting *(continued)*

May 16-18, 2017 | Conrad Hotel New York | New York

OPENING GENERAL SESSION KEYNOTE SPEAKER

The keynote speaker will address meeting attendees during the opening General Session on Tuesday. Sponsorship includes special signage at the entrance to the meeting room, recognition on the screen prior to the beginning of the General Session, acknowledgment from the stage, and recognition in marketing materials promoting the speaker.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

OPENING RECEPTION

The opening reception is heavily attended and provides a casual, social atmosphere for attendees to network with colleagues. The professionally planned and catered reception is hosted with an open bar serving premium brand liquors, wines, imported and domestic beers and passed hors d'oeuvres. The sponsorship includes signage at the entrance to the reception room, listing in meeting materials and cocktail napkins with your company logo imprinted.

Sponsorship Fee: \$20,000 Each

Limited to three (3) sponsors

REFRESHMENT BREAK

Refreshment breaks take place throughout the day on Tuesday and Wednesday. This sponsorship includes signage on the buffet tables for breaks as well as a listing in the meeting materials.

Sponsorship Fee: \$5,000 Each Per Day

Limited to two (2) sponsors per day

SPECIALTY COFFEE STATION

NEW

Provide a special pick-me-up for attendees as they head to sessions on Tuesday and Wednesday. A specialty coffee station providing free coffee drinks will be offered. Exclusive sponsorship each day includes signage placed near the coffee station and a listing in the meeting materials.

Sponsorship Fee: \$15,000 Per Day

Limited to one (1) sponsor per day

TURNDOWN SERVICE/IN-ROOM DROP

Your company's kind gesture will leave a lasting impression on the minds of meeting attendees as they return to their rooms after a busy day. An amenity and message will be placed in each guest's room.

The cost of the amenity, delivery and message are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC. All meeting guests in the headquarters hotel receive the room drop. Select lists are not permitted.

Sponsorship Fee: \$15,000 Per Night

Limited to one (1) sponsor each night

WI-FI INTERNET SERVICE

Free and fast Wi-Fi access is a must-have for all meeting attendees. Wi-Fi access will be available in the general session and meeting rooms and in the registration area. The sponsorship includes signage in the registration and meeting room areas.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor



To sponsor, please contact:

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

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

Sponsor company to provide its 4-color logo as an eps or jpg file.

2017 NMHC Fall Board of Directors & Advisory Committee Meeting

September 12-14, 2017 | The Fairmont Hotel | Washington, DC

NMHC's Fall Meeting brings senior apartment executives together for unparalleled networking opportunities and insights into the industry's leading issues. Leveraging both the meeting's location in Washington, DC, and our extensive relationships with federal policymakers, special emphasis is put on hearing from top-ranking congressional and administration leaders.

This meeting is open to NMHC members only – over 400 executives attend.

Sponsorship Opportunities:

Sponsorship opportunities for the Fall Board of Directors & Advisory Committee Meeting are available to Chairman's Circle and Friends of the Council sponsors only.



BOARD OF DIRECTORS BREAKFAST

Open to NMHC Board members only, your company's presence is guaranteed during this breakfast. Sponsorship includes signage at the entrance to the room and on the buffet tables for breakfast.

Sponsorship Fee: \$15,000 Each

Limited to two (2) sponsors

CONGRESSIONAL RECEPTION

NEW

The Congressional Reception immediately follows the Hill Luncheon. The reception is heavily attended and features open bar serving premium brand liquors, wines and imported and domestic beers and passed hors d'oeuvres. Various members of Congress may make an appearance! The sponsorship includes signage at the entrance to the reception, listing in meeting materials and cocktail napkins with your company logo imprinted.

Sponsorship Fee: \$20,000 Each

Limited to two (2) sponsors

DINNER

A professionally planned and catered three-course meal with wine will be served to guests in a relaxing atmosphere. The sponsorship includes signage at the entrance to the banquet room.

Sponsorship Fee: \$20,000 Each

Limited to five (5) sponsors

DINNER RECEPTION

The dinner reception is conducive to networking with colleagues in a social atmosphere as attendees kick off the meeting. The professionally planned and catered reception is hosted with an open bar serving premium brand liquors, wines and imported and domestic beers. Passed hors d'oeuvre trays are dressed with food carefully selected to please most any palate. The sponsorship includes signage at the entrance to the reception room and cocktail napkins with your company logo imprinted.

Sponsorship Fee: \$20,000 Each

Limited to three (3) sponsors

MEETING AGENDA

This pocket-sized handout includes the complete meeting agenda and is referenced continuously by attendees throughout the entire meeting. Your company logo will be featured prominently on the front cover of the agenda.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor

MEETING PORTFOLIO

The meeting portfolio contains pertinent information related to the meeting, including the attendee list and speaker bios. It is distributed to attendees at the on-site registration desk. The sponsor company's logo will be featured on the cover.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor

2017 NMHC Fall Board of Directors & Advisory Committee Meeting *(continued)*

September 12-14, 2017 | The Fairmont Hotel | Washington, DC

OPENING KEYNOTE SPEAKER

A keynote speaker will address meeting attendees during the general session on Tuesday. As a sponsor, your company will enjoy the recognition that comes with the connection to a high-profile and well known speaker. Sponsorship includes special signage at the entrance to the meeting room, recognition on the screen prior to the beginning of the general session, acknowledgment from the stage, and recognition in marketing materials promoting the speaker.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

TURNDOWN SERVICE/IN-ROOM DROP

Your company's kind gesture and token of hospitality will leave a lasting impression on the minds of meeting attendees as they return to their rooms after a busy day. An amenity and message will be placed in each guest's room.

The cost of the amenity, delivery and message are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC. All meeting guests receive the room drop. Select lists are not permitted.

Sponsorship Fee: \$15,000 Per Night

Limited to one (1) sponsor per night

WI-FI INTERNET SERVICE

Free Wi-Fi access will be available in the general session and meeting rooms and in the registration area. The sponsorship includes signage in the registration and meeting room areas.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor



To sponsor, please contact:

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

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

Sponsor company to provide its 4-color logo as an eps or jpg file.

2017 NMHC Student Housing Conference & Exposition

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

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.



Sponsorship Opportunities:

Sponsorship opportunities for NMHC Student Housing Conference & Exposition are available to all sponsor levels. The minimum sponsorship level is \$10,000.

CANDY STATION

Provide attendees with sweet treats for an afternoon pick-me-up during an extended refreshment break. Sponsor can provide a branded candy of choice to include on the table. Sponsorship includes your company's logo on signage at the candy station and a listing in the meeting materials.

Sponsorship Fee: \$5,000 Per Day

Limited to one (1) sponsor per day



CONFERENCE APP

The Conference App is the essential on-site conference guide! Attendees have 24/7 access to the agenda, attendee list, speaker bios & photos, sponsor information, and the ability to network and engage with fellow meeting attendees! As one of the most-used on-site resources, your company receives prime branding exposure. The sponsor's logo (linked to company's website of choice) is placed on the landing page of the app. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. Sponso logos will also be included on all pre-show promotion of the app, in on-site materials and on signage.

Exclusive Sponsorship Fee: \$45,000

Limited to one (1) sponsor

Individual Sponsorship Fee: \$15,000 Each

Limited to three (3) sponsors

CONFERENCE DAILY EMAILS

Be the title sponsor for the daily email delivered digitally each day to over 700 attendees. The email will highlight events of the day and include other important meeting reminders. Your company logo will appear in the email on the day of your choice – Monday, Tuesday or Wednesday.

Sponsorship Fee: \$10,000 Per Day

Limited to one (1) sponsor per day

GENERAL SESSION

NEW

Sponsoring a general session elevates your company's presence among attendees as they listen to expert panelists discuss hot topics and industry-related issues. Sponsorship includes signage at the entrance to the general session room, logo displayed on the screen prior to the start of the session, acknowledgment from the stage, and recognition in marketing materials promoting the session.

Sponsorship Fee: \$20,000 Each Per Day

Limited to two (2) sponsors per day

2017 NMHC Student Housing Conference & Exposition

(continued)

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

HOTEL ROOM DOOR HANGER/ DO NOT DISTURB CARD

This highly visible DND door hanger will be seen on all attendees' hotel room doors during the meeting. Your company can provide custom messaging for the door hanger.

The cost of the door hanger design, printing and delivery are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC.

Sponsorship Fee: \$10,000

Limited to one (1) sponsor

LANYARD

Lanyards (with retractable badge reels) displaying the sponsor company's logo will be attached to attendee name badges and distributed at registration. Attendees will be seen throughout the conference wearing your company's branded lanyard.

Sponsorship Fee: \$20,000

Limited to one (1) sponsor

NETWORKING CONTINENTAL BREAKFAST

Continental breakfasts will take place on Tuesday and Wednesday mornings. Your company's presence is guaranteed among attendees as they grab breakfast and network with each other. Sponsorship includes signage at the entrance to the room and on the buffet tables for breakfast.

Sponsorship Fee: \$10,000 Each Per Day

Limited to three (3) sponsors per day

NETWORKING RECEPTION IN THE EXHIBIT HALL

NEW

Elevate your company's presence during a networking reception in the exhibit hall during the conference. Attendees will network and reconnect with friends, colleagues and exhibitors as they grab a bite to eat and tour the hall. Sponsorship includes signage at the entrance to the exhibit hall, signage on buffet and cocktail tables and a listing in meeting materials.

Sponsorship Fee: \$20,000 Each Per Day

(Available to exhibitors only)

POCKET GUIDE AGENDA

NEW

This pocket-sized, fold-out meeting agenda and event guide is the perfect quick-reference item for attendees. The agenda is distributed at the registration desk. Your company's logo will be featured on the cover of the agenda.

Sponsorship Fee: \$20,000

Limited to one (1) sponsor

To sponsor, please contact:

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

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

TURNDOWN SERVICE/ IN-ROOM DROP

NEW

Your company's kind gesture and token of hospitality will leave a lasting impression on the minds of meeting attendees as they return to their rooms after a busy day on Monday and Tuesday nights. An amenity and message will be placed in each guest's room.

The cost of the amenity, delivery and message are not included in the sponsor fee and are to be provided by the sponsor and approved by NMHC. All meeting guests receive the room drop. Select lists are not permitted.

Sponsorship Fee: \$15,000 (Monday or Tuesday)

Limited to one (1) sponsor per night

WI-FI INTERNET SERVICE

Free and fast Wi-Fi is a must-have for all meeting attendees. Wi-Fi access will be available in the general session and meeting rooms and in the registration area. The sponsorship includes signage in the registration and meeting room areas and a listing in the program daily emails (if applicable).

Sponsorship Fee: \$20,000

Limited to one (1) sponsor

Sponsor company to provide its 4-color logo as an eps or jpg file.

2017 NMHC OPTECH Conference & Exposition

October 25-27, 2017 | Mandalay Bay Resort & Casino | Las Vegas, NV

NMHC OPTECH is the premier destination for what's next in multifamily. OPTECH 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 featuring nearly 100 of the industry's top suppliers.

This conference is open to NMHC members and nonmembers – over 1,500 executives attend.



Sponsorship Opportunities:

Sponsorship opportunities for NMHC OPTECH Conference & Exposition are available to all sponsor levels. The minimum sponsorship level is \$10,000.

CANDY STATION

Provide attendees with sweet treats for an afternoon pick-me-up during an extended refreshment break. Sponsor can provide a branded candy of choice to include on the table. Sponsorship includes your company's logo on signage at the candy station and a listing in the meeting materials.

Sponsorship Fee: \$5,000 Per Day

Limited to one (1) sponsor per day

CLOSING PARTY

The closing party provides attendees with the ability to unwind, relax and have fun. Guests will enjoy music, light food and a hosted bar serving premium liquors. Sponsorship includes logo on signage at the entrance to the room and a listing in meeting materials.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

CONFERENCE APP

The Conference App is the essential on-site conference guide! Attendees have 24/7 access to the agenda, attendee list, speaker bios & photos, sponsor information, and the ability to network and engage with fellow meeting attendees! As one of the most-used on-site resources, your company will receive prime branding exposure. The app will feature the sponsor company's logo (linked to the company's website) on the landing page of the app. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. This sponsorship also includes sponsor logos on all pre-show promotion of the app and in on-site materials and on signage.

Exclusive Sponsorship Fee: \$75,000

Limited to one (1) sponsor

Individual Sponsorship Fee: \$25,000 Each

Limited to three (3) sponsors

COFFEE BREAK IN THE EXHIBIT HALL

Provide attendees with complimentary gourmet coffee drinks on Thursday morning in the exhibit hall. The sponsor's logo will be included on coffee cup sleeves, signage at the barista station and at the entrance to the exhibit hall.

Sponsorship Fee: \$15,000

(Must be an exhibiting company to sponsor)

Limited to one (1) sponsor

NEW



2017 NMHC OPTECH Conference & Exposition *(continued)*

October 25-27, 2017 | Mandalay Bay Resort & Casino | Las Vegas, NV

CONFERENCE BAG

OPTECH's conference bag is a popular and must-have attendee item! Selected for quality, durability and utility, the conference bags are designed for extended use, which greatly lengthens a sponsor's exposure to the market. Sponsor's logo will be prominently displayed on the exterior of the bag.

Sponsorship Fee: \$30,000 Each

Limited to two (2) sponsors

CONFERENCE DAILY EMAILS

Be the title sponsor for the daily email delivered digitally each day to over 1,500 attendees. The email will highlight events of the day and include other important meeting reminders. Your company logo will appear in the email on either Wednesday, Thursday or Friday.

Sponsorship Fee: \$15,000 Per Day

Limited to one (1) sponsor per day



GENERAL SESSIONS

Five (5) general sessions will take place during the conference. As a general session sponsor, your brand will have prominent exposure to hundreds of session attendees. This sponsorship includes signage at the entrance to the session, logo included in the sponsor loop displayed on the screen, and verbal acknowledgement from the stage at the beginning of the session.

Opening General Session

Sponsorship Fee: \$35,000

Limited to one (1) sponsor

Additional General Session

Sponsorship Fee: \$25,000 Each

Limited to one (1) sponsor per session

GRAND PRIZE GIVEAWAY

NMHC will be giving away a grand prize, courtesy of your company! Owner, developer and manager attendees who participate in the "NMHC OPTECH Challenge" via the mobile conference app will have the chance to win. The sponsor will be able to provide a challenge question that directs attendees to their booth to find the answer. The sponsor will be recognized in promotions related to the drawing and in the winner announcement, which will be included in the post-conference recap email.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

HOTEL ROOM DOOR HANGER/ DO NOT DISTURB CARD

This highly visible DND door hanger will be seen on all attendees' hotel room doors during the meeting. Your company can provide custom messaging for the door hanger.

The cost of the door hanger design, printing and delivery are not included in the sponsorship fee and are to be provided by the sponsor and approved by NMHC.

Sponsorship Fee: \$15,000

Limited to one (1) sponsor

HOTEL ROOM KEY CARD

Highly visible and used by all attendees lodging at the official conference hotel, the branded hotel key card places the sponsor's message directly into the hands of attendees as they use their key cards to access their rooms throughout the conference. The key cards feature the sponsor company's logo and custom messaging.

Design of the key card to be provided by the sponsor and approved by NMHC.

Sponsorship Fee: \$30,000

Limited to one (1) sponsor

LANYARD

Lanyards (with retractable badge reels) displaying the sponsor company's logo will be attached to attendee name badges and distributed at registration. Attendees will be seen throughout the conference wearing your company's branded lanyard.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

2017 NMHC OPTECH Conference & Exposition *(continued)*

October 25-27, 2017 | Mandalay Bay Resort & Casino | Las Vegas, NV

LUGGAGE STORAGE

Provide attendees with a much-needed space to store their luggage on the last day of the meeting, compliments of your company! Ensure your presence in the on-site luggage storage area located inside of the headquarters hotel on the last day of the conference. Sponsorship includes signage at the entrance to the luggage check area and a “push notification” sent to attendees on the last day of the conference via the mobile conference app.

Sponsorship Fee: \$5,000

Limited to one (1) sponsor

NETWORKING CONTINENTAL BREAKFAST

Continental breakfasts will take place on Thursday and Friday mornings. Your company’s presence is guaranteed among attendees as they grab breakfast and network. Sponsorship includes signage at the entrance to the room and on the buffet tables for breakfast.

Sponsorship Fee: \$10,000 Each Per Day

Limited to two (2) sponsors per day

NETWORKING RECEPTION IN THE EXHIBIT HALL

The exhibit hall receptions are a not-to-miss opportunity! Highly attended, the receptions give you an extra chance to network and connect with attendees. Guests will enjoy a custom open bar in the center of the exhibit hall (as well as other bars placed throughout the hall) serving premium brand liquors and hors d’oeuvres. A signature cocktail will be named after your company and served during the reception. The sponsorship includes signage at the entrance to the exhibit hall, cocktail napkins with your company’s logo imprinted, table tents with company name placed on cocktail tables, and a listing in meeting materials.

Sponsorship Fee: \$15,000 Each

(Must be an exhibiting company to sponsor)

Limited to two (2) sponsors, per day

NOTEBOOK

The notebook is carefully selected for its quality, durability and utility. Used by attendees during the conference for taking notes, and after the conference for personal use, the notebook prominently displays the sponsor’s logo on its cover.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

PRIZE GIVEAWAY

NMHC will be giving away two (2) American Express® gift cards during the conference. Owner, developer and manager attendees who participate in the “NMHC OPTECH Challenge” via the mobile conference app will have the chance to win. The sponsor will be recognized in promotions related to the drawing and in the winner announcement, which will be included in the conference daily email the day following the drawing.

Sponsorship Fee: \$5,000 Each

Limited to one (1) sponsor per prize, per day

READER BOARD AD

Visually impactful, your message can be viewed throughout the hotel on the daily reader boards throughout the hotel 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 Fee: \$15,000

Limited to one (1) sponsor

RECYCLING KIOSK

This opportunity gives your company the chance to show its environmental consciousness and help reduce the carbon footprint of the conference. Five (5) recycling bins featuring the sponsor’s logo will be placed throughout the exhibit hall and registration areas.

Sponsorship Fee: \$5,000

(Must be an exhibiting company to sponsor)

Limited to one (1) sponsor

2017 NMHC OPTECH Conference & Exposition *(continued)*

October 25-27, 2017 | Mandalay Bay, Las Vegas

SOCIAL LOUNGE AND CHARGING LOCKERS

This busy lounge is the perfect area for attendees to relax in comfortably arranged furniture and hold conversations while charging their mobile devices in secure charging lockers. As the exclusive sponsor of the lounge, this sponsorship is one of the most highly visible opportunities available. The sponsor is recognized with signage in front of the lounge, on the charging lockers and on customized screen saver at each computer station.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor

TURNDOWN SERVICE/IN-ROOM DROP

Your company's kind gesture and token of hospitality will leave a lasting impression on the minds of meeting attendees as they return to their rooms after a busy day on Wednesday and Thursday. An amenity and message will be placed in each guest's room.

The cost of the amenity, delivery and message are not included in the sponsor fee and are to be provided by the sponsorship and approved by NMHC. All meeting guests receive the room drop. Select lists are not permitted.

Sponsorship Fee: \$15,000 (Wednesday or Thursday)

Limited to one (1) sponsor per night

WIRELESS COMPUTER MOUSE

A wireless mouse is easily portable and allow users to work without a cord connected to a computer. This is the perfect travel item for busy conference attendees. The sponsor's logo will be imprinted on the mouse.

Sponsorship Fee: \$25,000

Limited to one (1) sponsor



To sponsor, please contact:

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

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

Sponsor company to provide its 4-color logo as an eps or jpg file.

2017 NMHC Emerging Leaders Events

NMHC's Emerging Leaders Group is designed to cultivate future leaders in the apartment industry. The program offers national and regional networking events that allow emerging leaders an opportunity to meet and interact with their peers. It also provides forums where participants can meet and learn from top industry leaders who share their insights, lessons learned and steps taken to achieve their success.

Sponsorship Opportunities:

Participation in Emerging Leaders activities is available to all employees from NMHC member firms who are under the age of 40 and have at least five years' experience in the apartment industry.

OVERALL SPONSOR

Sponsoring an Emerging Leaders event is a great way to get your firm in front of the front-line, up-and-comers in the industry. Sponsorship includes the sponsor's logo on the NMHC website and in event marketing emails, signage at the event and an opportunity to introduce themselves and the company during the event.

Sponsorship Fee: \$5,000 Per Event

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

UPCOMING EVENTS

The Emerging Leaders Program hosts multiple regional Speaker Series events each year. These events feature industry leaders in a fireside chat format followed by a reception and standalone regional networking receptions.

Tentative Schedule:

Dallas (April)
New York City (May)
San Francisco (TBD)
Atlanta (November)

To sponsor, please contact:

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

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

Sponsor company to provide its 4-color logo as an eps or jpg file.

2017 NMHC Sponsorship and Branding Request Form Submission Instructions

- ▶ See request form on page 25. 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 items on the form.
- ▶ Complete and return the signed request form. If returned via fax or email without payment, NMHC will invoice you.

TERMS OF SPONSORSHIP AND ADVERTISING

By returning the signed form, our firm commits to sponsoring the 2017 NMHC meeting designated or commits to advertising in various NMHC publications as indicated in the materials as set forth. We also understand that sponsorship of a conference, meeting, forum or event, or advertising in a conference program, 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. NMHC will produce all sponsored items unless otherwise noted and reserves the right to substitute an item if needed. Companies that request a sponsorship item that takes place in an exhibit hall are not eligible to sponsor that item unless they are a confirmed and fully paid exhibitor.

Chairman's Circle, Friends of the Council and Meeting Sponsor monies only apply to meeting opportunities. Advertising and Emerging Leaders Events are a separate fee.

Chairman's Circle and Friends of the Council sponsors are encouraged to be Board of Directors-level members to receive full sponsorship benefits.

COMPANY LOGO

Email a high-resolution color copy of your company logo to mrowan@nmhc.org for inclusion in our sponsor recognition listing. Logos should be an eps or jpg file (please outline all fonts). NOTE: All sponsor logos will be given the same amount of "real estate" (print space).

SPONSORING WITH COMPETITORS

Certain sponsorship items are designed to permit more than one company to participate. Each of the sponsors for these items will have equal representation in the size of their logo images and/or company name. The ordering of each sponsor's logo image will be on an alphabetical basis. There will be no competitive company or category lockouts on any event. Contact Melissa Rowan at mrowan@nmhc.org or 202/974-2372 if you have any questions.

MEMBER/ATTENDEE LIST DISTRIBUTION

NMHC will not provide email addresses to sponsors in accordance with our privacy policy and industry best practices. As a sponsor, you have access to a mailing list of NMHC members or event attendees for a direct mail campaign. NMHC will supply the mailing addresses to a third-party bonded mailhouse. Please contact Susan Yuk at syuk@nmhc.org for more information regarding list policies and mailing information.

Return the completed Request Form with payment promptly to:

NMHC Sponsorships

P.O. Box 37091

Baltimore, MD 21297-3091

Please make checks payable to the National Multi-family Housing Council.

Should your company require an invoice prior to making payment, email the completed Request Form with your request for an invoice to the attention of Melissa Rowan at mrowan@nmhc.org.

2017 NMHC Sponsorship and Branding Request Form

2017 NMHC APARTMENT STRATEGIES OUTLOOK CONFERENCE

- ☐ Overall Sponsor\$15,000 each
- ☐ Conference App \$15,000

2017 NMHC ANNUAL MEETING

- ☐ Annual Dinner & Entertainment.....\$25,000 each
- ☐ Annual Dinner Reception\$25,000 each
- ☐ Board of Directors Breakfast.....\$25,000 each
- ☐ Conference App
 - ☐ Exclusive.....\$75,000
 - ☐ Individual.....\$25,000 each
- ☐ Continental Breakfast Social
 - ☐ Wednesday.....\$15,000 each
 - ☐ Thursday.....\$15,000 each
- ☐ Executive Committee Meeting Speaker\$25,000
- ☐ General Session
 - ☐ Wednesday.....\$25,000 each
 - ☐ Thursday.....\$25,000 each
- ☐ Hotel Room Door Hanger/Do Not Disturb Card....\$15,000
- ☐ Hotel Room Key Card.....\$50,000
- ☐ Keynote Speaker and Luncheon
 - ☐ Wednesday.....\$135,000
 - ☐ Thursday.....\$100,000
- ☐ Luggage Storage.....\$5,000
- ☐ Meeting Agenda.....\$25,000
- ☐ Program Daily Emails
 - ☐ Monday.....\$15,000
 - ☐ Tuesday.....\$15,000
 - ☐ Wednesday.....\$15,000
- ☐ Refreshment Break
 - ☐ Tuesday.....\$10,000 each
 - ☐ Wednesday.....\$10,000 each
 - ☐ Thursday.....\$10,000 each
- ☐ Social Lounge and Charging Lockers.....\$25,000
- ☐ Turndown Service/In-Room Drop
 - ☐ Monday Night.....\$15,000
 - ☐ Tuesday Night.....\$15,000
 - ☐ Wednesday Night.....\$15,000
- ☐ Welcome Reception\$25,000 each
- ☐ Wi-Fi Internet Service.....\$25,000

2017 NMHC RESEARCH FORUM

- ☐ Overall Sponsor.....\$2,500 each

2017 NMHC SPRING BOARD OF DIRECTORS MEETING

- ☐ Board of Directors Breakfast\$15,000 each
- ☐ Dinner Reception\$20,000 each
- ☐ Dinner\$20,000 each
- ☐ General Session
 - ☐ Wednesday.....\$20,000 each
 - ☐ Thursday.....\$20,000 each
- ☐ Meeting Agenda.....\$15,000
- ☐ Meeting Portfolio.....\$15,000
- ☐ Opening General Session Keynote Speaker.....\$25,000
- ☐ Opening Reception\$20,000
- ☐ Refreshment Breaks
 - ☐ Tuesday.....\$5,000 each
 - ☐ Wednesday.....\$5,000 each
- ☐ Specialty Coffee Station
 - ☐ Tuesday.....\$15,000
 - ☐ Wednesday.....\$15,000
- ☐ Turndown Service/In-Room Drop
 - ☐ Tuesday Night.....\$15,000
 - ☐ Wednesday Night.....\$15,000
- ☐ Wi-Fi Internet Service.....\$15,000

2017 NMHC FALL BOARD OF DIRECTORS & ADVISORY COMMITTEE MEETING

- ☐ Board of Directors Breakfast\$15,000 each
- ☐ Dinner Reception\$20,000
- ☐ Dinner\$20,000 each
- ☐ Congressional Reception.....\$20,000 each
- ☐ Opening Keynote Speaker.....\$25,000
- ☐ Meeting Agenda.....\$15,000
- ☐ Meeting Portfolio.....\$15,000
- ☐ Turndown Service/In-Room Drop
 - ☐ Tuesday Night.....\$15,000
 - ☐ Wednesday Night.....\$15,000
- ☐ Wi-Fi Internet Service.....\$15,000

2017 NMHC STUDENT HOUSING CONFERENCE & EXPOSITION

- ☐ Candy Station
 - ☐ Tuesday.....\$5,000
 - ☐ Wednesday.....\$5,000
- ☐ Conference App
 - ☐ Exclusive.....\$45,000
 - ☐ Individual.....\$15,000 each

- ☐ Conference Daily Emails
 - ☐ Monday.....\$10,000
 - ☐ Tuesday.....\$10,000
 - ☐ Wednesday.....\$10,000
- ☐ General Session
 - ☐ Monday.....\$20,000 each
 - ☐ Tuesday.....\$20,000 each
 - ☐ Wednesday.....\$20,000 each
- ☐ Hotel Room Door Hanger/Do Not Disturb Card \$10,000
- ☐ Lanyard.....\$20,000
- ☐ Networking Continental Breakfast
 - ☐ Tuesday.....\$10,000 each
 - ☐ Wednesday.....\$10,000 each
- ☐ Networking Reception in the Exhibit Hall
 - ☐ Monday.....\$20,000 each
 - ☐ Tuesday.....\$20,000 each
- ☐ Pocket Guide Agenda.....\$20,000
- ☐ Turndown Service/In-Room Drop
 - ☐ Monday Night.....\$15,000
 - ☐ Tuesday Night.....\$15,000
- ☐ Wi-Fi Internet Service.....\$20,000

2017 NMHC OPTTECH CONFERENCE & EXPOSITION

- ☐ Luggage Storage\$5,000
- ☐ Candy Station
 - ☐ Thursday.....\$5,000
 - ☐ Friday.....\$5,000
- ☐ Closing Party.....\$25,000
- ☐ Coffee Break in the Exhibit Hall\$15,000
- ☐ Conference App
 - ☐ Exclusive.....\$75,000
 - ☐ Individual.....\$25,000 each
- ☐ Conference Bag.....\$30,000 each
- ☐ Conference Daily Emails
 - ☐ Wednesday.....\$10,000
 - ☐ Thursday.....\$10,000
 - ☐ Friday.....\$10,000
- ☐ General Session
 - ☐ Opening General Session.....\$35,000
 - ☐ General Session #2.....\$25,000
 - ☐ General Session #3.....\$25,000
 - ☐ General Session #4.....\$25,000
 - ☐ General Session #5.....\$25,000
- ☐ Grand Prize Giveaway\$25,000
- ☐ Hotel Room Door Hanger/Do Not Disturb Card.....\$15,000

2017 NMHC Sponsorship and Branding Request Form

(continued)

2017 NMHC OPTECH CONFERENCE & EXPOSITION (continued)

- ☐ Hotel Room Key Card \$30,000
- ☐ Lanyard \$25,000
- ☐ Networking Continental Breakfast
 - ☐ Thursday \$10,000 each
 - ☐ Friday \$10,000 each
- ☐ Networking Reception in the Exhibit Hall
 - ☐ Wednesday \$25,000 each
 - ☐ Thursday \$25,000 each
- ☐ Notebook \$25,000
- ☐ Prize Giveaway
 - ☐ Wednesday \$5,000
 - ☐ Thursday \$5,000
- ☐ Reader Board Ad \$15,000
- ☐ Recycling Kiosk \$5,000
- ☐ Social Lounge and Charging Lockers \$25,000
- ☐ Turndown Service/In-Room Drop
 - ☐ Wednesday Night \$15,000
 - ☐ Thursday Night \$15,000
- ☐ Wireless Computer Mouse \$25,000

2017 NMHC EMERGING LEADERS EVENTS

- ☐ Overall Sponsor \$5,000 each

BRANDING (ADVERTISING) OPPORTUNITIES

- ☐ NMHC Market Trends \$60,000
- ☐ NMHC Apartment Wire \$48,000
- ☐ NMHC Multifamily Markup \$48,000
- ☐ NMHC Student Housing Research Report \$2,000 each

NMHC MEETING RECAP EMAIL

- ☐ Apartment Strategies Outlook Conference/ Annual Meeting \$30,000
- ☐ Research Forum \$15,000
- ☐ Spring Board of Directors and Fall Board of Directors & Advisory Committee Meeting \$30,000
- ☐ Student Housing Conference & Exposition \$20,000
- ☐ OPTECH Conference & Exposition \$30,000

NOTE: Previous years' sponsors have first right of refusal on items. 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

EMAIL 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 | MasterCard | 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 accepted. Should your company require an invoice prior to making payment, email BOTH PAGES of this Request Form with your request for an invoice to Melissa Rowan at mrowan@nmhc.org.

Branding Opportunities

E-Newsletters and Research Reports

NMHC offers several popular and unique electronic publications as exclusive benefits to NMHC's extensive readership — representing more than 10,000 top apartment executives from 1,000 leading industry firms. Don't miss your opportunity to feature in these highly visible publications.

NMHC MARKET TRENDS

A quarterly summary of the industry's performance trends, including vacancy rates, rent increases, apartment starts, employment growth and apartment sales prices. Your company logo will be featured in the email and linked to your website. Approximately four (4) issues per calendar year.

TOTAL AMOUNT: \$60,000

Limited to one (1) sponsor per year

NMHC APARTMENT WIRE

A biweekly collection of must-read trend stories, research and news—from both inside the industry and the general media—to help top apartment executives make smarter business decisions. Your company logo will be featured in the email and linked to your website. Approximately twenty-two (22) issues per calendar year.

TOTAL AMOUNT: \$48,000

Limited to one (1) sponsor per year

NMHC MULTIFAMILY MARKUP

This primarily biweekly summary provides a political insider's guide to the latest federal, legislative, regulatory and judicial developments that affect the multifamily industry, particularly in the areas of housing, finance, tax, insurance, energy and employment policy. Your company logo will be featured in the email and linked to your website. Approximately twenty-two (22) biweekly and special edition issues per year.

TOTAL AMOUNT: \$48,000

Limited to one (1) sponsor per year



To advertise, please contact:

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

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

Sponsor company to provide its 4-color logo as an eps or jpg file. Advertising Opportunities are open to existing Chairman's Circle and Friends of the Council sponsors only and are a separate fee.

Branding Opportunities *(continued)*

NEW

Meeting Recap Email

Don't miss an exclusive opportunity to have your company logo included in one of NMHC's popular Meeting Recap emails. These special, one-time post meeting publications include in-depth recaps of NMHC's various meetings and events throughout the year. The Meeting Recaps are sent via email to NMHC members, over 10,000 apartment executives. Your company logo will be featured in the email and linked to your website.

Apartment Strategies Outlook Conference/ Annual Meeting (January)

TOTAL AMOUNT: \$30,000
Limited to one (1) sponsor

Research Forum (April)

TOTAL AMOUNT: \$15,000
Limited to one (1) sponsor

Spring Board of Directors Meeting (May) and Fall Board of Directors & Advisory Committee Meeting (September)

TOTAL AMOUNT: \$30,000
Limited to one (1) sponsor

Student Housing Conference & Exposition (September)

TOTAL AMOUNT: \$20,000
Limited to one (1) sponsor

OPTECH Conference & Exposition (October)

TOTAL AMOUNT: \$30,000
Limited to one (1) sponsor

To advertise, please contact:

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

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

Meeting Recap Advertising Opportunities are open to existing Chairman's Circle and Friends of the Council sponsors only and are a separate fee. Sponsor company to provide its 4-color logo as an eps or jpg file.

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 May 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 in late April 2017 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 4/28) \$2,900 (after 4/28)	\$3,200 (by 4/28) \$3,700 (after 4/28)	3
10' x 20' (200 sq. ft.)	\$5,200 (by 4/28) \$5,800 (after 4/28)	\$6,400 (by 4/28) \$7,400 (after 4/28)	6

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

2016 NMHC Student Housing Conference & Exposition

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 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

2016 NMHC Student Housing Conference & Exposition

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 TREO 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
 Vinings 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
 LoftSmart
 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.
 Zhong Technologies, Inc.
 Zillow Group

2017 NMHC Student Housing Conference & Exposition

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

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/shc

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.

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$2,600 (by 4/3) \$2,900 (after 4/3)	\$3,200 (by 4/3) \$3,700 (after 4/3)	3
10' x 20' (200 sq. ft.)	\$5,200 (by 4/3) \$5,800 (after 4/3)	\$6,400 (by 4/3) \$7,400 (after 4/3)	6

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)

2017 NMHC Student Housing Conference & Exposition

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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 2016 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.**

2017 NMHC Student Housing Conference & Exposition

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

Meet The Money Arena

NMHC is providing a NEW opportunity for our financial market members to rent a meeting area in a dedicated, casual environment close to the Conference action. Financial market members can use this space to schedule their deal-making appointments with the leaders and decision-makers in Student Housing.

MEET THE MONEY MEETING AREA RENTAL ELIGIBILITY

Financial market members are classified as companies who's business is described as a:

- Lender
- Broker
- Investor

Meeting area rentals are open to NMHC members only.

Preliminary Information and Schedule

Meet the Money Arena will be located in the hotel ballroom foyer where attendees are registering and entering the exhibit hall. This casual, but dedicated networking area will be the focus for financial deal making at the Conference. See the floor plan for a preliminary layout of the Meet the Money Arena. *Note: A Meet the Money meeting area is not to be confused with an exhibit booth. Meeting areas are limited!*

SCHEDULE

Meet the Money Arena is open during the following Conference hours:

Monday, September 25	Noon – 6:30 PM
Tuesday, September 26	7:45 AM – 6:45 PM
Wednesday, September 27	7:45 AM - Noon

**Your company representatives may schedule appointments at any time during these hours.*

Meeting areas do not need to remain staffed by a company representative if there are no appointments scheduled. Please do not leave any materials or items of value unattended. Posting of appointments/meetings, directions to a company's area, or listing a company name with an area on the hotel reader board or elsewhere in the hotel is not allowed.

COST

Individual company meeting area in the Arena:
\$1,500 for NMHC members



MEETING AREA ASSIGNMENTS

Fully paid meeting area rentals will be assigned starting June 15, 2017 and companies will be notified about their assigned area soon thereafter, but not later than June 20. Meeting areas will be confirmed on a first come/first served basis and will be assigned one after the other, in a row. A company's NMHC membership level, sponsorship, or other such credential will not be considered when assigning areas. Specific area selection by a financial market member is not an option. NMHC reserves all rights to assigning Meet the Money areas. Please consult the diagram for area designation and layout. Should demand outpace inventory, a waitlist will be started.

RENTAL INCLUDES

- One (1) open rectangular shaped space (no door) housing a round cocktail meeting area with meeting area cloth and four (4) chairs, or the option to switch to a highboy meeting area with no chairs will be provided. Up to two (2) additional chairs may be requested in advance of the conference, if needed. A maximum of six (6) chairs total at any reserved area is allowed. Furnishings may not be amended in any other way or switched after the initial set up request is given to NMHC.
- A solid dividing screen between each Meet the Money meeting area with, depending on available foyer space, a minimum of 5' of space between areas, for privacy. (See the floor plan for a preliminary layout of the Meet the Money Arena.)
- A company identification sign with company name and/or logo will be provided. Note: There will be no further branding/signage/decorative items allowed other than literature on the table, with the exception of an optional branded table cloth that each company can provide at their own expense. Contact NMHC for further details.
- Carpeting (the foyer is carpeted).
- One (1) free full conference registration Please provide the name of the representative using the free pass to NMHC and we will register that person manually. Note: all company staff working and/or attending a meeting in the respective company's meeting area must be registered to attend the Conference.
- Listing of the Meet the Money Arena and your company's participation in conference materials.
- Exposure to over 700 targeted executive-level, decision-making attendees.

2017 NMHC

Student Housing Conference & Exposition

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Meet The Money Arena (continued)

MEETING AREA RENTAL TERMS AND CONDITIONS

Full rental payment should accompany the completed Meet the Money Request Form and be returned as listed on the form. Please make checks payable to the National Multifamily Housing Council. Credit card payments are also accepted. If your company requires an invoice prior to making payment, please submit your completed request form and invoice request to NMHC. Following receipt of the Meet the Money Request Form at the NMHC office, a confirmation receipt will be emailed to your company contact listed on the form.

No refunds for cancellation of a Meet the Money meeting area by the financial market member will be made. Meet the Money meeting area payments are non-transferable. NMHC reserves the right to modify or cancel Meet the Money meeting areas. Notice of Meet the Money meeting area cancellation by NMHC will result in written notification by NMHC to each company and any monies received by NMHC will be refunded in full up to one (1) month prior to the conference (before August 25, 2017). After August 25, 2017, no refunds will be given.

NMHC makes no representation concerning any company renting a Meet the Money meeting area or its products or services, and the admission to the Conference of any company constitutes neither an endorsement, a recommendation, nor a representation by NMHC of any company renting a meeting area or its products or services.

Only one (1) company is assigned per Meet the Money meeting area. Multiple areas may not be rented by one company. Companies are prohibited from subletting or sharing any part of their table/space allotted to them.

NMHC membership is required to rent a meeting area.



SCHEDULING APPOINTMENTS

NMHC provides the conference attendee list including name, title, and company online via our web site on www.nmhc.org/SHC. NMHC members may log into their account to view the list at any time. NMHC does not provide email addresses of our members or conference attendees.

It is up to the company renting the meeting area to schedule appointments. NMHC does not schedule appointments on behalf of the company.

Meet the Money meeting areas may only be used for meetings with conference registrants. Individuals who are not registered for the 2017 NMHC Student Housing Conference & Exposition that are invited to meet with financial market members will not be allowed entry to the conference meeting space.

CATERING

Catering service will be available. Catering orders may be placed in advance with the hotel directly. Food/beverage is an additional cost and payment will be handled directly between each individual company and the hotel. Catering menus as well as instructions to set up billing arrangements may be obtained by contacting NMHC for this information.

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MEET THE MONEY MEETING AREA REQUEST FORM

This request form is an application and contract for a meeting area in the **Meet the Money Arena** at the **2017 NMHC Student Housing Conference & Exposition**, between the National Multifamily Housing Council and your company. It will become effective upon written acceptance by NMHC.

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)

IMPORTANT FOR ASSIGNMENT PROCESS:

CONTACT NAME OF PERSON MAKING ARRANGEMENTS FOR YOUR MEETING AREA (This person will receive all communications on behalf of your company.)

TITLE

EMAIL

STREET ADDRESS

CITY

STATE

ZIP CODE

PHONE

EXT.

FAX

WEBSITE

- ☐ The person listed above should be registered for our company's one (1) free registration.
- ☐ We will assign someone else to our company's one (1) free registration and will notify NMHC's membership department at membership@nmhc.org.

It is understood that by submitting this application for a meeting area in the Meet the Money Arena, 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 pages accompanying this form. This application, when accepted by the National Multifamily Housing Council, and payment is made, becomes a contract.

SIGNATURE

PRINTED NAME

DATE

Return the completed table request form via fax or email to the attention of Jennifer Angebrannt at 202/775-0112 (fax) or jangebrannt@nmhc.org

MEETING AREA COST FOR NMHC MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
\$1,500	1

PAYMENT INFORMATION

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

CREDIT CARD NUMBER:

EXP. DATE:

NAME AS IT APPEARS ON CARD

SIGNATURE (required)

2017 NMHC OPTECH Conference & Exposition

October 25-27, 2017 | Mandalay Bay Resort & Casino | Las Vegas, NV

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

Preliminary Exhibit Information and Schedule

Exhibit space is limited

The exhibit hall will be the location for networking during lunches and receptions. With the exception of Thursday'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. Please consult the Preliminary Conference Session Agenda as well as the times listed below.

EXHIBITOR MOVE-IN

Wednesday, October 25, 2017 8:00 AM - 3:00 PM

EXHIBIT SCHEDULE

Wednesday, October 25, 2017

Reception 5:30 PM - 7:00 PM

Thursday, October 26, 2017

Coffee Break* 10:30 AM - 11:15 AM

Lunch 12:45 PM - 1:00 PM

Reception 5:15 PM - 6:30 PM

*Exhibit hall to remain open from 10:30 AM - 1:30 PM.

EXHIBITOR MOVE-OUT

Thursday, October 26, 2017 6:30 PM - 9:30 PM

Friday, October 27, 2017 8:00 AM - 11:00 AM

Supplier Showcase at
Closing Lunch Social** 11:30 AM - 12:30 PM

See next page for Closing Lunch Social details.

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.

BOOTH ASSIGNMENTS

Fully paid booths will be assigned starting June 26, 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. 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.



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)
- Exposure to over 1,600 targeted executive-level, decision making attendees at the conference
- Free high-speed Wi-Fi Internet Service
- Security service
- Free badges: three (3) full conference badges for company personnel with one (1) paid 10' x 10' booth (see the conference registration terms when registering for badges online)
- 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 September 2017

The package above does not apply to Start-Ups Center Kiosks. Please see page 36 for details.

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

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.

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$4,500 (by 6/15) \$5,000 (after 6/15)	\$5,500 (by 6/15) \$6,000 (after 6/15)	3
10' x 20' (200 sq. ft.)	\$9,000 (by 6/15) \$10,000 (after 6/15)	\$11,000 (by 6/15) \$12,000 (after 6/15)	6
20' x 20' (400 sq. ft.)	\$18,000 (by 6/15) \$20,000 (after 6/15)	\$22,000 (by 6/15) \$24,000 (after 6/15)	12
Start-Ups Center Kiosk***	\$2,500	\$2,500	1

***See page 36 for complete details

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

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NEW in 2017! Start-Ups Center

Empowering the Cutting-Edge
Companies of Tomorrow, Today

Are you an innovative entrepreneur? Do you have a start-up company you want to promote? NMHC understands that start-up businesses need some help to grow and gain exposure in the marketplace. To support start-up firms in the apartment industry, NMHC will feature a new area in the exhibit hall called **Start-Ups Center**. Start-Ups Center is designed to feature new companies and their products/services to over 1,600 senior level conference registrants. Companies meeting the criteria below may showcase their products/services in this dedicated space.

Given the amount of start-up businesses that want to exhibit at OPTECH, but often can't due to limited budgets and lead time, and/or logistics, this is a great opportunity for those companies who qualify. Start-Ups Center will sell out quickly, so don't delay. Spaces are limited.

COMPANY QUALIFICATION CRITERIA:

- Must be a new company with a solution/service/product being offered to the apartment industry
- May not be a spin-off from a parent company
- May not cross-over a product/service from another industry and claim to be a start-up company for the apartment industry
- Has been in operation for no more than 2 years
- Has fewer than 10 full-time employees including contract/off-shore team
- Must have at least one paying customer
- Must have annual sales volume under \$2 million
- Has little to no capital and has not undertaken fund raising efforts
- Has a product or service that focuses on the use of technology to solve a problem within the apartment industry, including, but not limited to: Telecom, Property Management, Marketing, Sustainability, Operations
- Must be a first-time NMHC OPTECH exhibitor - the company cannot be a previous NMHC OPTECH exhibitor
- May not be a 2017 NMHC OPTECH regular exhibitor
- May only rent space in NMHC's OPTECH Start-Ups Center for one year.

Cost (Member/Non-member): \$2500 per kiosk (one kiosk maximum per company) (Note for reference: Standard 10'x10' booths start at \$5,000 and above and do not include this package of items listed below.)



Simply show up with your laptop and promotional literature...

Turn-key Package Includes:

- Modular Kiosk (with storage underneath) - (Kiosk is 3.25 Ft. wide x 1.5 ft. deep x 8 ft. high - see photo for reference)
- Kiosk overhead light
- Carpet
- Wi-Fi in exhibit hall
- One standard electrical outlet with electricity
- Company ID sign on Kiosk (with option to brand kiosk back wall at exhibitor's additional cost)
- Listing on NMHC website and interactive floor plan, conference app, printed materials, etc.
- One full conference registration (badge) - (for members a \$600 value, for non-members a \$1200 value).

**Supplier Showcase at Closing Lunch Social

Friday, October 27, 2017

11:30am - 12:30pm

OPTECH is celebrating the end of the conference with a Closing Lunch Social! Friday, Oct. 27, will kick off in the morning with breakfast and concurrent breakouts followed by a general session. The general session will start with a closing keynote speaker or panel from 10:00 -11:30 AM. Attendees will be seated at round tables. Following the keynote speaker, the session will segway into a casual, relaxed lunch atmosphere (in the same room) with very informal supplier networking/social time from 11:30 AM -12:30 PM where suppliers and attendees can enjoy lunch and socialize outside of their booth. Exhibitors are encouraged to participate and max out their time with attendees. Lunch will include a buffet and full bar.

A limited number of highboy tables will be placed around the perimeter of the room to showcase exhibitor suppliers only, and will be available based on demand and assigned based on a drawing of exhibitors that choose to (see booth request form) submit their company into the drawing. Only one table per company will be allowed. Due to limited supply, not all exhibitors will receive a showcase table. Each showcase table will receive a stanchion with your company name. Small items like literature, tablets, and laptops are allowed, but larger items such as banners, additional signage, monitors, etc. are not allowed.

If your company would like to participate and wishes to be placed into the drawing for a highboy table during the Closing Lunch Social, please check the checkbox on the Exhibit Booth Request Form while making your booth selections.

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

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Exhibitor Online Branding Packages

- Increase traffic to your eBooth by **4-5 times**
- Enhance your SEO and web presence
- Promote your products & services **24/7/365**
- Maximize your ROI and generate new leads
- Increase your online leads by **3-4 times**

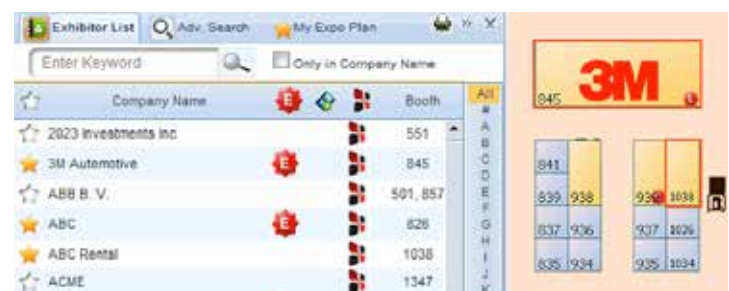


	BASIC Free	SILVER \$300	GOLD \$600	PLATINUM \$900
eBooth Profile Add relevant company information	500 characters	500 characters	500 characters	500 characters
eBooth Logo Add your logo to your eBooth Profile	N	Y	Y	Y
Product Categories Attendees use these to find you	3	5	8	10
Products Add detailed descriptions with images	N	3	5	10
Press Releases Highlight the latest at your company	N	2	5	10
Show Specials Spotlight discounts and giveaways	N	3	5	10
Brands Included in keyword search	Y	Y	Y	Y
Videos Add videos to enhance your profile	N	N	3	5
Social Media Icons Add linked icons to your eBooth	Y	Y	Y	Y
Banner Ads 2 available. Limit 1 per firm.	+ \$700	+ \$700	+ \$700	+ \$700

Exhibitors with Silver/Gold/Platinum packages are listed under the Enhanced Listings tab on the Interactive Floor Plan.

The Company names and booth numbers of these exhibitors are displayed in bold styling, and a special icon makes their listing pop in the list as well as on the maps.

In addition, the enhanced booths are highlighted on the map in the web browser for a few seconds on first load.



For questions or to order an Exhibitor Package Upgrade, contact:

Jennifer Angebrannt | jangebrannt@nmhc.org | **202-974-2318**

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EXHIBIT BOOTH REQUEST FORM AND GUIDELINES

This request form is an application and contract for exhibit space at the **OPTECH 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: ☐ 20' x 20' (400 sq. ft.); ☐ 10' x 20' (200 sq. ft.); ☐ 10' x 10' (100 sq. ft.); ☐ Start-Ups Center Kiosk (3.25' x 1.5' - approx. 5 sq. ft.). See the current exhibit hall floor plan online at www.nmhc.org/OPTECH

☐ Please include my company in the drawing for a free table at the Closing Lunch Social (a drawing will determine participation)

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.

Optional eBooth Package Upgrade: ☐ Silver +\$300 ☐ Gold +\$600 ☐ Platinum +\$900.

See eBooth Package Upgrade Opportunities on next page for details on each package.

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 OPTECH 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 Jennifer Angebrannt at 202/775-0112 (fax) or jangebrannt@nmhc.org

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$4,500 (by 6/15), \$5,000 (after 6/15)	\$5,500 (by 6/15) - \$6,000 (after 6/15)	3
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20' x 20' (400 sq. ft.)	\$18,000 (by 6/15) - \$20,000 (after 6/15)	\$22,000 (by 6/15) - \$24,000 (after 6/15)	12
Start-Ups Center Kiosk	\$2,500	\$2,500	1

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 OPTECH 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 Mandalay Bay Resort & Casino, 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 Mandalay Bay Resort & Casino 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/backdrops 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 OPTECH 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 October 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.**

Initials

2016 NMHC OPTECH Conference & Exposition

Companies in Attendance



30 Lines
Abacode
Abacus Capital Group, LLC
AIG Global Real Estate
Aimco
AION Partners
Alarm.com
Alliance Residential Company
ALN Apartment Data, Inc.
Amazon Logistics
Amazon.com
American Campus Communities
AMLI Residential Properties, L.P.
Amore Management Company
Aon Risk Services, Inc.
Apartment List
Apartments.com
AppFolio, Inc.
Arent Fox LLP
Ares Management
Ascentris
Assa Abloy
Asset Chile
Asset Essentials
Association for Energy Affordability
AvalonBay Communities, Inc.
Avenida
Avenue5 Residential LLC
Avesta Communities
BakeExtraCookies.com
Balfour Beatty Communities
Balfour Beatty Investments
Banner Property Management
Baroo
Bell Partners
Berkshire Group
Better NOI
BH Equities, LLC
Billingsley Company
Blue Moon Software, Inc.
Blue Ridge Companies, LLC
Bozzuto Management Company
Branding Iron at Stantec
Bridge Property Management
Bristol Development, LLC
Broadband Holdings
Broadtree Homes
Brook Furniture Rental
Brookfield Property Group
Brown Brothers Harriman
Bryan Properties
BSR Trust
Buckingham Companies
CA Ventures
Cagan Management Group, Inc.
Camden Property Trust
Campus Apartments
Campus View
Capexed.com
CAPREIT, Inc.
Capstone Real Estate Investments, LLC

Capture the Market
Cardinal Group Investments
Career Options
CARES By Apartment Life
Carter Haston Holdings, LLC
Catalyst
CBRE Global Investors, LLC
Centennial Holding Company
CF Real Estate Services
Champion Development Corp.
Chetu Inc
Cirrus Asset Management, Inc.
Clarion Partners
ClickPay
CMG Leasing, Inc.
Communique, LLC
Comm-Works
Concord Management, Ltd.
Consolidated Smart Systems
Continental Properties Company, Inc.
Corporate Advisory Solutions
Cortland Partners, LLC
CRIO Group
Criterion Development Partners, LLC
Curtin Property Company
CWS Apartment Homes, LLC
D2 Demand Solutions, Inc.
Davis Craig & Taylor, PLLC
DeBartolo Development
Demmon Partners
DIAKRIT International Ltd.
DirecPath
Dogwood Building Supply
Dominium
dorma+kaba
Drucker & Falk, LLC
E & S Ring Management Corporation
ECI Group, Inc.
EdR
Elaine Williams Consulting
Elauwit
Elauwit Networks
Ellis, Partners in Management Solutions
Elmington Property Management
Embrey Builders, LLC
Embrey Partners, Ltd.
Encore Housing Opportunity Fund
Energy Star, USEPA
Energy Technology Savings, Inc.
Epoch Residential
Epproach Communications
ePremium Insurance
Equity Residential
ES Conservation
Essex Property Trust, Inc.
Everest Properties
Facilgo, Inc.
Fairfield Residential Company, LLC
First Advantage
First Communities
Florence Manufacturing

For Rent Media Solutions
Forest City Enterprises
Forest City Residential Group, Inc.
Foster Strategy
FPA Multifamily
Fulton Property Group LLC
Gables Residential
Gates, Hudson & Associates, Inc.
Gene B. Glick Company, Inc.
GID
GLC Advisors & Co., LLC
Goldman Sachs
GoldOller Real Estate Investments
Google Fiber
GPG Advisers
Grand Peaks Properties
GrayCo, Inc.
Greater Sum Ventures
Greystar Management Services
Greystar Real Estate Partners, LLC
Gumenick Properties
H.G. Fenton Company
Haley Real Estate Group
HappyCo
Harris Crystal Advisors
Heitman Capital
Hercules Real Estate Services, Inc.
HG Fenton Company
HHHunt
Hillwood Multifamily, L.P.
Hines
Holland & Hart LLP
Holland & Knight, LLP
Holland Partner Group
Home Properties
Horizon Realty Advisors
Hubacher & Ames, PLLC
Hudson Capital Properties IV, LLC
Humphreys & Partners Architects, L.P.
Hunt Mortgage Group
Imagine Business Development
IMT Residential
InfoSmart Partners, LLC
Inovonics
Insurent Agency Corporation
Integrus Solutions
INVESCO Real Estate
Investment Property Advisors, LLC
Invictus Worldwide LLC
Invitation Homes
IOTAS, Inc.
Irvine Company
J. Turner Research
J.P. Morgan Asset Management
JDM Associates
JLL Capital Markets
John Hancock Financial Services
John M. Corcoran & Company
Johnson Development Associates, Inc.
Jonah Systems
Joshua Tree Conference Group

2016 NMHC OPTECH Conference & Exposition Companies in Attendance



Journal of Utility Management	National Apartment Association	Smart Buildings LLC
JR Preston, LLC	National Multifamily Housing Council	Smarte Carte Inc.
JVM Realty Corporation	NDG Student Living	Smith Equities Real Estate Investment Advisors
Kaufman Development	Nest Labs	SNBC
KC Venture Group, LLC	Newcastle Limited	SRE Technologies
KEPHART Architects	Northland Investment Corporation	Stellar Capital Partners
KeyBank Real Estate Capital	NOVARE GROUP	Stephens Inc.
Kirby Sack Properties, Inc.	NWP Services Corporation	StoneRiver Company, LLC
Klingbeil Capital Management/American Apartment Communities	One Development Group	StratIS
Knock	Open Box Software	StreetLights Residential
Kotarides Developers	OpenProperty	Sunrise Management
Kotarides Property Management	OpsTechnology, a Division of RealPage	TAA
KTGY Group	Orion Real Estate Services	TDn2K
Lantower Residential	Pacific Living Properties	TelCon Associates, Inc.
LCOR Incorporated	Parakeet	TerraLUX
LeaseStar, a Division of RealPage, Inc.	Park Row Equity Partners	Texas Apartment Association
LeaseTerm Solutions	Passco Companies, LLC	The Bainbridge Companies
LeasingDesk, a Division of RealPage, Inc.	PayNet Systems	The Blackstone Group
Lefrak Organization Inc.	Peak Campus	The Bozzuto Group
Legacy Partners	PEM Real Estate Group	The Collier Companies
Legend Management Group, LLC	Pennrose Management Company	The Connell Company
Legrand	Pensam Capital	The Dinerstein Companies
Leon Capital Group, LLC	PERQ	The Dolben Company, Inc.
Lincoln Property Company	PGIM Real Estate	The Domain Companies
LinnellTaylor Marketing	Pillar Properties	The Irvine Company Apartment Communities 'IAC'
LMC, A Lennar Company	Pillsbury	The Laramar Group, LLC
Lowe Enterprises Real Estate Group	Pine Street Development One, LLC	The Lynd Company
LQ Digital	Pinnacle	The Morgan Group, Inc.
M3 Multifamily Media Management	Pollack Shores Real Estate Group	The Preiss Company
MAA	Post Properties, Inc.	The Quadrillion
Madrona Ridge Residential	Prime Group	The Richdale Group
ManagInc	Pritzker Realty Group, LLC	The Strategic Solution
ManagInc LLC	Prometheus	The Wilkinson Group, Inc.
MapVida	Property Management Group	Thies & Talle Management
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Maven (General Motors Carsharing)	Property Markets Group	Trammell Crow Company
Maximus Real Estate Partners, LLC	Providence Management Company, L.L.C.	Trammell Crow Residential
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MG Properties	RealFoundations	U.S. Residential Group LLC
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Mill Creek Residential Trust LLC	ReaLync	University of Oxford, Said Business School
Mobile Butler	RedPeak Properties LLC	US Department of Energy
Mobile Doorman	Related Management Company LP	USA Properties Fund, Inc.
Momark Development	ReLuminous LLC	Utility Management Solutions
Momentum Real Estate Partners	RentDebt Automated Collections	Velocity/NWP, a Division of RealPage, Inc.
MonkeyParking	Renters Legal Liability LLC	Venterra Realty Management Inc.
Monogram Residential Trust	Rently	Veritas Investments Inc.
Monument Capital Management	Resource Real Estate, Inc.	Verizon Enhanced Communities
Moran & Company	Respage	View, Inc.
Morgan Properties	Rhodes Risk Advisors	Village Green
MPF YieldStar, a Division of RealPage	Rise Real Estate Company	Visa Inc.
Multifamily Executive/Hanley-Wood, LLC	Rivergate KW Management	Vivint, Inc
Multi-Housing News	Samuels & Associates	Walker & Dunlop
Multihousing Pro Magazine	Sentinel Real Estate Corporation	WASH Multifamily Laundry Systems
NAA	Sequoia Equities	WastePoint
NAI Latter & Blum	Shea Properties	Wastexperts Inc
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About the National Multifamily Housing Council

Based in Washington, DC, the National Multifamily Housing Council (NMHC) is the leadership of the trillion-dollar apartment industry. We bring together the prominent owners, managers and developers who help create thriving communities by providing apartment homes for 38 million Americans. NMHC provides a forum for insight, advocacy and action that enables both members and the communities they help build to thrive. For more information, contact NMHC at 202/974-2300, email the Council at info@nmhc.org or visit NMHC's website at www.nmhc.org.

NMHC Mission Statement

NMHC is where the industry's best and brightest come together to leverage smart decision-making and collaborative action to shape a positive future for their businesses, the multifamily housing industry and the communities they help build. NMHC provides leadership for the apartment industry on legislative and regulatory matters, advances research and the exchange of strategic business information, and promotes the desirability of apartment living.

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