



General Exhibit Information

Preliminary Exhibit Information and Schedule

The exhibit hall will be open for networking during lunch and the receptions. NMHC has extended exhibit hall hours on Thursday, November 15, to allow exhibitors more time to continue networking with attendees in their booths. Please consult the Preliminary Conference Session Agenda as well as the times listed below.

EXHIBITOR MOVE-IN

Wednesday, November 14, 2018: 8:00 AM - 3:00 PM

EXHIBIT SCHEDULE

Wednesday, November 14, 2018

Reception: 5:30 - 7:00 PM

Thursday, November 15, 2018

Exhibit Hall Open: 10:00 AM - 6:30 PM*

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

Lunch: 11:45 AM - 1:00 PM

Reception: 5:15 PM - 6:30 PM

Friday, November 16, 2018

Supplier Showcase (for selected suppliers): 12:15 - 1:30 PM

**Parallels with concurrent breakouts.*

EXHIBITOR MOVE-OUT

Thursday, November 15, 2018: 6:30 PM - 9:30 PM

Friday, November 16, 2018: 8:00 AM - 11:00 AM

Note: Agenda is subject to change. Exhibit booths must be staffed during the official exhibit hall hours listed above. The exhibit hall is closed all other times not listed above. Exhibitors may not stay in their booth during non-exhibit hours.

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
- 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
- Exposure to over 1,700 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 emailed to confirmed exhibitors and posted on NMHC website in September 2018

The package above does not apply to Start-Ups Center Kiosks. Please see the next page for Start-Ups Center Kiosk package information.

[Click here to view the exhibit hall floor plan.](#)

BOOTH ASSIGNMENTS

Booths will be assigned starting June 20, 2018, 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.

NMHC OPTECH Marketplace: For exhibitors that select to be near/next to or are assigned to be near/next to the NMHC OPTECH Marketplace in the Expo Hall, please note that sound amplification will be utilized in the Marketplace during select times. NMHC will manage volume levels so we may produce successful activities in the Marketplace and also monitor volume levels so as not to disrupt nearby exhibitor booth activities.

PAYMENT TERMS AND CONDITIONS

NMHC will invoice you and e-mail it to you when your form has been processed and a booth is assigned. **Payment is due immediately upon receipt of the invoice, but no more than 30 days from receipt of the invoice.** 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.

View the full [Exhibit Booth Terms and Guidelines](#).

Cost to Exhibit

BOOTH SIZE	NMHC MEMBERS	NON-MEMBERS	NO. OF COMPLIMENTARY REGISTRATIONS RECEIVED
10' x 10' (100 sq. ft.)	\$4,500 (by 6/18) \$5,000 (after 6/18)	\$5,500 (by 6/18) \$6,000 (after 6/18)	3
10' x 20' (200 sq. ft.)	\$9,000 (by 6/18) \$10,000 (after 6/18)	\$11,000 (by 6/18) \$12,000 (after 6/18)	6
20' x 20' (400 sq. ft.)	\$18,000 (by 6/18) \$20,000 (after 6/18)	\$22,000 (by 6/18) \$24,000 (after 6/18)	12
20' x 30' (600 sq. ft.)	\$27,000 (by 6/18) \$29,000 (after 6/18)	\$32,000 (by 6/18) \$34,000 (after 6/18)	15
Start-Ups Center Kiosk	\$2,500	\$2,500	1

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

[Click here to view the exhibit hall floor plan.](#)

The logo for NMHC OPTECH CONFERENCE & EXPOSITION. 'NMHC' is written vertically in white on the left. 'OPTECH' is in large, bold, yellow letters. 'CONFERENCE & EXPOSITION' is in smaller white letters below 'OPTECH'. The background is dark grey with a repeating pattern of horizontal and vertical lines.

NMHC OPTECH

CONFERENCE & EXPOSITION

November 14-16, 20
Rosen Shingle Creek • C

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 designated area, Start-Ups Center. Start-Ups Center is designed to feature new companies and their products/services to over 1,700 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.

[Click here to view the exhibit hall floor plan.](#)

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 2018 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) and include the package below. *(Note for reference: Standard 10' x 10' 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)
- 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 expense)
- Listing on NMHC website and interactive floor plan, conference app, printed materials, etc.
- One (1) full conference registration (badge) - (for members a \$600 value, for non-members a \$1200 value)

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Supplier Showcase at the Closing Lunch Social

Friday, November 16, 2018, 12:15 - 1:30 PM

OPTTECH is celebrating the end of the conference with a Closing Lunch Social! Friday, Nov. 16, 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 11:00 AM - 12:15 PM. 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 12:15 -1:30 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 due to space restrictions.

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.

2018 NMHC OPTECH Conference & Exposition

November 14-16, 2018 | Rosen Shingle Creek | Orlando, FL

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**

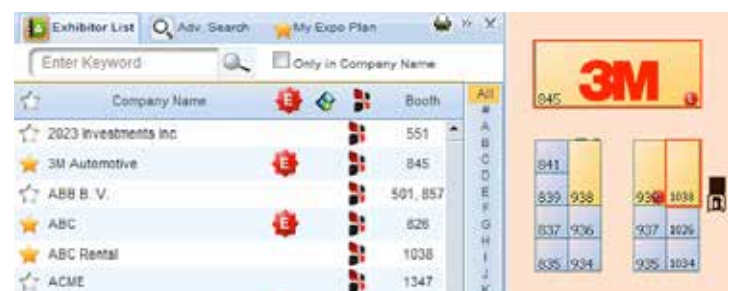


	BASIC Free	SILVER \$300	GOLD \$600	PLATINUM \$900
eBooth Profile Add relevant company information	500 characters	500 characters	500 characters	500 characters
eBooth Logo Add your logo to your eBooth Profile	N	Y	Y	Y
Product Categories Attendees use these to find you	3	5	8	10
Products Add detailed descriptions 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:

Melissa Rowan | mrowan@nmhc.org