

NMHC SPONSORSHIP & BRANDING OPPORTUNITIES

2018 NMHC Fall Meeting

September 12-14, 2018

InterContinental at the Wharf | 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 C-suite executives attend.

2018 Fall Meeting Sponsorship Opportunities

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

SPONSORSHIP OPPORTUNITIES:

Board of Directors Breakfast & Meeting

\$15,000 each

Congressional Reception

\$20,000 each

Continental Breakfast Social

\$10,000 each

Meeting Agenda

\$20,000 exclusive

Meeting Materials/Attendee Information

\$15,000 exclusive

Opening General Session

Keynote Speaker

\$25,000 exclusive

Opening Reception

\$20,000 each

Refreshment Break

\$5,000 each per day

Turndown Service/

In-Room Drop

\$15,000 per night

Wi-Fi Internet Access

\$15,000 exclusive

BRANDING OPPORTUNITY:

Meeting Recap Email Package

\$25,000 exclusive

(Additional Fee)



SPONSOR POLICIES:

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

To sponsor please contact:

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

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SPONSORSHIP OPPORTUNITIES:

- Board of Directors Breakfast & Meeting | \$15,000 Each (Two (2) available)**
The Board Breakfast & Meeting will be held on Friday morning. Breakfast will be provided prior to a morning of panels and business discussion. Sponsor recognition signs will be placed on the buffet tables for breakfast.
- Congressional Reception | \$20,000 Each (Two (2) available)**
Various members of Congress are invited to stop by to chat with NMHC members during the reception. It features premium, hosted bars and passed hors d'oeuvres. Cocktail napkins with your company logo imprinted will be available at the bars.
- Continental Breakfast Social | \$10,000 Each (Two (2) available)**
Breakfast will be provided on Thursday morning. Sponsor recognition signs will be placed on the buffet tables for breakfast.
- Meeting Agenda | \$20,000 (Exclusive)**
The meeting agenda is distributed to meeting registrants at the on-site registration desk. The sponsor's logo will be featured on the cover of the agenda.
- Meeting Materials/Attendee Information | \$15,000 (Exclusive)**
Important meeting information, including the attendee list, speaker bios and various NMHC reports, will be provided exclusively online for registrants to download and review prior to the meeting. The materials will be distributed via email to all registrants the week before the meeting. Your company's logo will be included in the pre-show attendee email.
- Opening General Session Keynote Speaker | \$25,000 (Exclusive)**
The keynote speaker will be featured during the Opening General Session on Wednesday afternoon. The sponsor will receive verbal acknowledgment from the stage.
- Opening Reception | \$20,000 Each (Six (6) available)**
The Opening Reception is the first official networking event of the meeting. It features premium, hosted bars and passed hors d'oeuvres. Cocktail napkins with your company logo imprinted will be available at the bars.
- Refreshment Break | \$5,000 Each Per Day (Three (3) available Per Day)**
Refreshment breaks will take place throughout the meeting. Sponsor recognition signs will be placed on the refreshment tables. *The sponsor may upgrade the break through hotel catering at their own cost. Please contact mrowan@nmhc.org for details. Break enhancements are to be provided by the sponsor and approved by NMHC.*

- Turndown Service/In-Room Drop | \$15,000 Per Night (One (1) available per night)**
Place a special amenity or gift and customized message in each attendee's room on your choice of either Wednesday or Thursday evening. *The cost of the amenity or gift, delivery and message is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC. All meeting guests in the headquarter hotel receive the room drop. Select lists are not permitted.*
- Wi-Fi Internet Access | \$15,000 (Exclusive)**
Free Wi-Fi internet access will be available in the general session and meeting rooms and in the registration area. The sponsor company's name or variation of company name (depending on hotel requirements) will be used as the password and determined by NMHC.

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

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

ADDITIONAL BENEFITS:

Sponsors of the 2018 NMHC Fall Meeting will receive the following benefits during this meeting:

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