

NMHC SPONSORSHIP & BRANDING OPPORTUNITIES

2018 NMHC OPTECH Conference & Exposition

November 14-16, 2018

Rosen Shingle Creek | Orlando, FL

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 tradeshow floor featuring nearly 100 of the industry's top suppliers.

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

2018 OPTECH Conference & Exposition Sponsorship Opportunities

Sponsorship opportunities are available to NMHC members only. **The minimum sponsorship level is \$10,000.** All sponsors will receive benefits listed under "Additional Benefits" in addition to the specific benefits listed under each sponsorship opportunity, detailed on the following pages.

SPONSORSHIP OPPORTUNITIES:

Candy Station \$5,000 per day

Coffee Break in the Exhibit Hall

\$25,000 exclusive.

Conference App \$45,000
exclusive or \$15,000 each

**NEW: Conference App Push
Notification** \$5,000 per day

**NEW: Conference App Splash
Screen Ad** \$15,000 per day

Conference Daily Emails
\$10,000 each per day

Continental Breakfast Social
\$15,000 each per day

**NEW: Digital Attendee Gift
Experience** \$25,000 each

General Session
\$25,000 per session

**Hotel Room Do Not Disturb
Card** \$15,000 exclusive

Hotel Room Key Card

\$25,000 exclusive

Lanyard \$20,000 exclusive

Luggage Storage
\$5,000 exclusive

**Networking Reception in the
Exhibit Hall** \$35,000 per day

On-site Pocket Guide \$25,000
exclusive

Prize Giveaway \$5,000 per day

Recycling Kiosk
\$10,000 exclusive

**Social Lounge and Charging
Lockers** \$35,000 exclusive

**Turndown Service/In-Room
Drop** \$15,000 per night

**NEW: Wayfinder Agenda
Board** \$25,000 exclusive

Wi-Fi Internet Access
\$25,000 exclusive



BRANDING OPPORTUNITY:

Meeting Recap Email Package
\$30,000 (Additional Fee)

EXHIBITS AND EXHIBITOR ADVERTISING OPPORTUNITIES:

With an emphasis on cutting-edge technology and innovative operational strategies, the trade show is the place to be to see leaders in the multifamily industry! More information about exhibiting will be available in Spring 2018.

SPONSOR POLICIES:

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

To sponsor please contact:

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

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SPONSORSHIP OPPORTUNITIES:

Candy Station | \$5,000 Per Day (One (1) available per day)

Sweet treats will be provided during this afternoon break! The sponsor company may provide a branded candy or treat for the buffet at their own cost. *Item to be provided by the sponsor and approved by NMHC.*

Coffee Break in the Exhibit Hall | \$25,000 (Exclusive)

Special, gourmet coffee drinks will be served to attendees during this fun, mid-morning break in the exhibit hall. *The sponsor may upgrade the break through hotel catering at their own cost or provide a branded break item, such as to-go coffee cups. Please contact mrowan@nmhc.org for details. Break enhancements and items are to be provided by the sponsor and approved by NMHC. Sponsor must be an exhibitor.*

Conference App | \$45,000 (Exclusive) or \$15,000 Each (Three (3) available per day)

The conference app is the central hub for all meeting-related information! Viewed by all attendees using the app, this opportunity enables the sponsor company to engage seamlessly with attendees and link them directly to their website or ad, via their choice of a hyperlinked logo or banner ad. Unless there is an exclusive buyout, sponsor logos will rotate in 10-second intervals. *Art is to be provided by the sponsor and approved by NMHC. Contact Melissa Rowan at mrowan@nmhc.org for banner ad artwork specs. Artwork is due to mrowan@nmhc.org by October 22, 2018.*

NEW: Conference App Push Notification | \$5,000 Per Day (One (1) available per day)

A push notification (alert) is a powerful, real-time marketing tool that allows the sponsor to deliver their company's message directly to the attendees that opt in to receive alerts via the app. The push notification will be set at a predetermined time and date (to be set by NMHC) during the conference. Copy is limited to 140 characters and can include standard text or social media hashtags (images and hyperlinks are not accepted). *Copy is to be provided by the sponsor and approved by NMHC. Copy is due to mrowan@nmhc.org by October 22, 2018. Only one (1) alert per sponsor company is allowed. Sponsor must be an exhibitor.*

NEW: Conference App Splash Screen Ad | \$15,000 Per Day (One (1) available per day)

The sponsor company can use this marketing tool to provide an ad set to pop up in the conference app at a predetermined time and date (to be set by NMHC) during the conference. Registrants will see the branded splash screen when they open the app, if the app is not in use when the alert is scheduled. *Art is to be provided by the sponsor and approved by NMHC. Art is due to mrowan@nmhc.org by October 22, 2018. Only one (1) ad per sponsor company is allowed. Sponsor must be an exhibitor.*

Conference Daily Emails | \$10,000 Each Per Day (One (1) available per day)

On Wednesday, Thursday and Friday mornings, all 1,600+ conference registrants will receive an email highlighting the news, sessions and events of the day ahead. The sponsor's hyperlinked logo will be featured in the email. A very brief tagline can be included with the logo.

Art is due to mrowan@nmhc.org by October 22, 2018. Only one (1) daily email opportunity per sponsor is allowed.

Continental Breakfast Social | \$15,000 Each Per Day (Three (3) available per day)

This breakfast is a fun way for attendees to kick off their busy day! Breakfasts will take place on Thursday and Friday mornings. Sponsor recognition signs will be placed on the buffet tables for breakfast.

NEW: Digital Attendee Gift Experience | \$25,000 Each (Ten (10) available)

The OPTECH conference swag bag is getting an upgrade! New this year, conference attendees will receive a custom, branded card on-site at registration when they pick up their badges. The card will direct attendees to a branded website where they can browse and select a high-end item of their choice, compliments of the sponsor companies. The gift will then be delivered free, straight to their address of choice. Card packaging and the promotional website will be branded with sponsor logos. An email will also be sent to all attendees following the conference to remind them to select their gift. *Sponsor must be an exhibitor. Note: Sponsors who sponsored either the conference bag or an item within the bag at OPTECH in 2017 will have first right of refusal on this sponsorship in 2018.*

General Session | \$25,000 Per Session (One (1) available per session)

Four (4) general sessions featuring expert panelists and speakers from inside and outside the multifamily industry will take place throughout the meeting. Sponsorship includes choice of session and verbal acknowledgment from the stage.

Hotel Room Do Not Disturb Card | \$15,000 (Exclusive)

Create custom, branded messaging for the DND door hanger distributed to all attendees to use on their hotel room doors at the headquarter hotel. *The cost of design, printing and delivery is not included in the sponsorship fee and is to be provided by the sponsor and approved by NMHC.*

Hotel Room Key Card | \$25,000 (Exclusive)

Used by all attendees staying at the official conference hotel, the branded hotel key card will feature the sponsor company's logo and custom messaging. *Design of the key card to be provided by the sponsor and approved by NMHC. Sponsor must be an exhibitor.*

Lanyard | \$20,000 (Exclusive)

Lanyards (with retractable badge reels) displaying the sponsor company's logo will be attached to attendee name badges and distributed at registration.

Luggage Storage | \$5,000 (Exclusive)

Complimentary luggage storage will be provided for meeting registrants on Friday morning at the headquarter hotel. The sponsor will be recognized in a "push notification" alert sent via the conference app notifying registrants of the location and hours.

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SPONSORSHIP OPPORTUNITIES (CONTINUED):

Networking Reception in the Exhibit Hall | \$35,000 Per Day (One (1) available per day)

Conference attendees will enjoy cocktails and appetizers as they tour the exhibit hall to check out the latest offerings from the industry's top vendors. Cocktail napkins with your company's logo imprinted will be available at the bars, and sponsor recognition signs will be placed on the cocktail tables. **Sponsor must be an exhibitor.**

On-site Pocket Guide | \$25,000 (Exclusive)

This abbreviated agenda and event guide serves as an on-site reference tool for attendees. It is distributed to all attendees at the on-site registration desk. Your company's logo will be featured on the cover of the agenda.

Prize Giveaway | \$5,000 Per Day (One (1) available per day)

As part of the "NMHC OPTECH Challenge," NMHC will give away three (3) American Express® gift cards during the conference. Attendees who play the challenge via the conference app will be entered to win this prize by answering a series of questions and winning points. The sponsor company may provide a dedicated multiple-choice question or photo challenge, which directs people to their booth. **Sponsor must be an exhibitor. Prize subject to change.**

Recycling Kiosk | \$10,000 (Exclusive)

Help reduce the carbon footprint of OPTECH by providing up to five (5) branded recycling bins/stations throughout the exhibit hall and registration areas. Please contact mrowan@nmhc.org for specs. **Sponsor must be an exhibitor.**

Social Lounge and Charging Lockers | \$35,000 (Exclusive)

Featuring comfortably arranged furniture, computers and workstations, the Social Lounge is the perfect place for meeting attendees to relax, hold informal conversations and check email. Secure charging lockers are also available, giving attendees the opportunity to recharge their mobile devices. The sponsor's logo will be displayed on each computer screen and on the charging lockers. *The sponsor may place a small, branded item, at their own cost, in the lounge and refresh it throughout the meeting as needed. Item to be provided by the sponsor and approved by NMHC. Sponsor must be an exhibitor.*

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 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.*

NEW: Wayfinder Agenda Board | \$25,000 (Exclusive)

The wayfinder agenda board is a large, standalone print structure, usually placed near the hotel lobby or main event space, featuring a listing of the schedule, room locations and hotel and exhibit maps. The sponsor company's logo and booth location will be prominently displayed at the top of the board. **Sponsor must be an exhibitor.**

Wi-Fi Internet Access | \$25,000 (Exclusive)

Free Wi-Fi Internet access will be available in the general session and meeting rooms and in the registration area. The sponsor company's name or variation of company name (depending on hotel requirements) will be used as the password and determined by NMHC. **Sponsor must be an exhibitor.**

Promotional items to be produced by NMHC unless otherwise noted.

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

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

ADDITIONAL BENEFITS:

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

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

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