

NMHC OPTECH

CONFERENCE & EXPOSITION

November 11-13, 2019
Hilton Anatole • Dallas, TX

NMHC OPTECH is the premier destination for what's next in multifamily. Open to NMHC members and non-members alike, 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.

Who Attends?

OPTECH is the go-to conference for senior executives setting the strategy for their companies and making company-wide purchasing decisions. Job titles feature CEOs, COOs, CTOs, CIOs, VPs and other leaders in the multifamily industry. Approximately 1,900 individuals attend. Click to view the companies and exhibitors in attendance in 2018.

Why Exhibit?

Exhibiting provides each company with a unique opportunity to promote their brand and stand out from competition. Each year, over 100 of the industry's top supplier companies can be found in the Expo showcasing their latest products, services, and innovative solutions. OPTECH exhibitors have direct access to the key people that influence operations and strategy within the multifamily industry.

Whether you're a veteran exhibitor, start-up, or OPTECH first-timer, we have the space right for you!

Exhibitor benefits include:

- Company listing, profile, and logo included in the Conference App
- Company listing and profile in the Online Floorplan (*additional online package upgrades are available*)
- Three (3) free, full conference registrations per 10'x10' Booth (1 registration for Start-Ups Center Kiosks)– giving you full access to the Expo, conference sessions, breakouts, and activities.
- Increase brand visibility & exposure
- Obtain quality leads and generate new business
- Enhance & strengthen existing partnerships/relationships
- Network with industry peers (on and off the show floor)
- Eligible to send a one-time direct mail campaign to Conference registrants through a third-party mail house (either pre or post show).

The Expo will include 2 networking receptions, coffee break, lunch, special programming, and content exposure. Exhibitors are encouraged to actively participate in activities taking place both on and off the show floor to maximize networking opportunities during the conference.

Official NMHC OPTECH Expo Hours & Guidelines

Exhibitor Move-In

Monday, November 11: 8:00 AM – 3:00 PM
Exhibitors with island booths needing extra set-up time may contact NMHC to request an early move-in on Sunday afternoon (November 10) if logistics allow.

Official Expo Hours:

Monday, November 11:	Reception:	5:45 – 7:00 PM
Tuesday, November 12:	Expo Open:	10:30 AM – 6:30 PM
	Coffee Break:	10:30 – 11:15 AM
	Lunch:	12:15 – 1:30 PM
	New “Quiet Hours”:	3:00 – 5:00 PM
	Reception:	5:00 – 6:30 PM

Exhibitor Move-Out

Tuesday, November 12: 6:30 – 9:30 PM
Wednesday, November 13: 8:00 AM – 1:00 PM

Note: Expo hours and conference agenda are subject to change. Please check the NMHC OPTECH web page for updates.

Important Exhibitor Notes &

Policies: **NEW! Quiet Hours:**

New this year, “Quiet Hours” will take place in the Expo on Tuesday, November 12, from 2:30 PM – 5:00 PM. During this time, the Expo will remain open, but exhibitors are not required to remain in their booths, allowing them the opportunity to attend and network within the conference sessions taking place. Exhibitors who opt to remain in their booths may use this downtime to schedule meetings or longer demos, catch up on work, or simply take a break and relax. NMHC will provide each exhibitor with a small “away” sign to display in their booth if they wish to leave during this time. Exhibitors may also bring their own “away” signs for their booth. Exhibitors will again require to be staffed for the Reception, beginning at 5:00 PM. Valuables and personal items must be secured before leaving the booth unattended. NMHC is not liable for lost or stolen items.

Exhibit Registration & Staffing:

Exhibitors receive 3 free, full conference badges per 10’x10’ booth. Start-Ups Center exhibitors receive 1 free, full conference badge per kiosk. All exhibitors must be registered to attend the conference and Expo. All exhibitor attendees are required to be registered if they will be working and attending the conference during official show hours. Staff attending to help with the booth strictly during Exhibitor Move-In and Exhibitor Move-Out times do not require a badge. Registration can be completed online via the NMHC website in June.

Exhibitors must be staffed during official expo hours, except for designated “quiet hours”. The expo is closed at all other times. For security purposes, exhibitors may not stay in their booth when the expo is closed. Exhibitors may access their booth 30-minutes before the opening of each expo session. Exhibitors will have 15-minutes to wrap up conversations and close their booth following the end of the reception on Monday, November 11th.

Exhibitor and Sponsor Entertaining Policy

Exhibitors, sponsors, and other attendee companies may not take 10 or more attendees off the show floor for private events (on-site or off-site) during official Expo hours. Exhibitors and sponsors found in violation will be penalized. View the full entertaining policy on NMHC’s web site.

Subgroup Event Policy

Exhibitors wishing to hold private events on-site at the Hilton Anatole after Expo hours must also be an NMHC Conference Sponsor (exhibits and sponsorships are separate items). Exhibitors who host unapproved events at the Hilton Anatole will be charged the minimum conference sponsorship fee of \$10,000 and may result in expulsion from the conference. View the Subgroup Event Request Policy and Form on NMHC's web site.

Unauthorized Solicitation Notice

Exhibitors must be cautious of companies engaging in phishing attempts and unauthorized solicitations for anything including, but not limited to, hotel rooms, AV equipment rental, meeting attendee/membership contact lists, etc. Solicitation from firms claiming to have such amenities are illegal and fraudulent. NMHC reminds its attendees/exhibitors that we have no affiliation with any of these firms. NMHC will alert exhibitors if we hire a company to act on our behalf. Please contact us with any questions or if you receive any such communication from a company soliciting you.

Height Restrictions for Hanging Signs (20'x20' booths and larger only)

Exhibitors who purchase an island booth space may use hanging signs. Height restrictions are between 16' and 19' depending on booth location. More info will be released in the Exhibitor Services Kit, approximately 90 days out from the event.

Booth Rental Packages

Booth rentals are open NMHC members and non-members. NMHC is offering the following booth rental packages and pricing in 2019:

	NMHC Members*	Non-Members	Free Reg.
10'x10' (100 sq. ft)	\$4,500 (by 6/14/19) \$5,000 (after 6/14/19)	\$5,500 (by 6/14/19) \$6,000 (after 6/14/19)	3
10'x20' (200 sq. ft)	\$9,000 (by 6/14/19) \$10,000 (after 6/14/19)	\$11,000 (by 6/14/19) \$12,000 (after 6/14/19)	6
20'x20' (400 sq. ft)	\$18,000 (by 6/14/19) \$20,000 (after 6/14/19)	\$22,000 (by 6/14/19) \$24,000 (after 6/14/19)	12
20'x30' (600 sq. ft)	\$27,000 (by 6/14/19) \$30,000 (after 6/14/19)	\$33,000 (by 6/14/19) \$36,000 (after 6/14/19)	18
Start-Up Kiosk	\$2,500	\$2,500	1

Note: Conference badges are valued at \$600 each (members)/and \$1,200 each (nonmembers.)

**To receive the member rate, the Exhibitor's membership must be active at the time the booth application is submitted and must remain active through the time of the Conference. If the membership lapses prior to the Conference and is not renewed, the Exhibitor will be charged the difference between the member rate and non-member rate.*

Booth Rental Package (10x10 and larger)

Standard booth rental packages are available to returning & new OPTECH exhibitors who wish to have a large, impactful presence in the Expo.

The Booth Rental Package Includes:

- Basic Booth Set-Up: pipe & drape forming 3 ft. high side rails and 8 ft. high backdrop.
- Booth Identification Sign with company name and booth number, attached to booth backdrop.
- Aisle carpeting and aisle carpet cleaning (**Booths are not carpeted.**)
- Free, high-speed Wi-Fi Internet access.
- Overnight expo security.
- Three (3) free conference registrations per 10x10 booth/100 sq. ft.
- Basic exhibitor listing and profile published in the online floor plan.
 - *The “basic” listing is included with all booth rentals (see page 7 for details). Upgrades are available for an additional fee.*
 - **New:** *Suppliers renting a 20’x20’ booth or larger will receive the “Gold” package (\$600 value) and may upgrade to the “Platinum” package for an additional \$300.*
- Exhibitor listing and company profile included in the official NMHC Conference App.
- Access to the online attendee list that includes name, title, and company. *Note: Non-member exhibitor companies must be registered as an attendee for Conference in order to view the list. NMHC member companies have access to the attendee list online at any time. Email addresses are not provided or available for rent or sale in accordance with NMHC’s privacy policy.*
- Eligible to send a one-time direct mail campaign to Conference registrants through a NMHC designated third- party mail house and printer. *(Contact NMHC for details.)*
- Exhibitor Services Kit (released approximately 90 days prior to the conference.)

	NMHC Members*	Non-Members	Free Reg.
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Note: Conference badges are valued at \$600 each (members)/and \$1,200 each (nonmembers.)

**To receive the member rate, the Exhibitor’s membership must be active at the time the booth application is submitted and must remain active through the time of the Conference. If the membership lapses prior to the Conference and is not renewed, the Exhibitor will be charged the difference between the member rate and non-member rate.*

Start-Ups Center Kiosk Rental Package

(Only 10 Spaces Available!)

Are you an innovative entrepreneur or have a start-up company that you want to promote at OPTECH? 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 in the Expo, Start-Ups Center. This area is designed to feature new companies and their products/services to over 1,800 senior level conference registrants. Exhibiting in Start-Ups Center is a great opportunity for new companies who have limited budgets and time, but still want to have a presence on the floor. Simply show up, plug in your laptop, and start making connections!

If Kiosks sell out, the exhibiting company will need to apply for a full booth rental package at regular pricing. *Companies applying to exhibit as a Start-Ups Center Exhibitor may not be previous OPTECH exhibitors or OPTECH Start-Ups Center exhibitors.*

NMHC Member Rate and Non-Member Rate: \$2,500

Companies meeting the criteria below may exhibit in this dedicated space on the show floor.

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
- Has been in operation for 3 years or less
- Must have at least one customer
- Has a product or service that focuses on the use of technology to solve a problem within the apartment industry
- Must be a first-time NMHC OPTECH Exhibitor (in any capacity)

Turn-key Booth Rental Package (\$2,500) Includes:

- Modular Kiosk (with storage underneath) - (Kiosk is 3.25 ft. wide x 1.5 ft. deep x 8 ft. high)
- Kiosk overhead light.
- Kiosk carpeting, aisle carpeting, and aisle carpet cleaning.
- Free, high-speed Wi-Fi Internet access.
- One standard electrical outlet with electricity.
- Company ID sign on Kiosk (with option to brand kiosk back wall at exhibitor's expense; order information will be included in the Exhibitor Services Kit.)
- One (1) free, full conference registration (additional registrations are \$600 per person for members, and \$1,200 per person for non-members.)
- Basic exhibitor listing and profile published in the online floor plan. Package upgrades are available.
- Exhibitor listing and company profile included in the official NMHC Conference App.
- Access to the online attendee list that includes name, title, and company. *Note: Non-member exhibitor companies must be registered as an attendee for Conference in order to view the list. NMHC member companies have access to the attendee list online at any time. Email addresses are not provided or available for rent or sale in accordance with NMHC's privacy policy.*
- Eligible to send a one-time direct mail campaign to Conference registrants through a NMHC designated third-party mail house and printer. (Contact NMHC for details.)
- Exhibitor Services Kit (released approximately 90 days prior to the conference.)
- Overnight expo security.

Sign-Up to Exhibit:

To exhibit, complete and submit the online Exhibit Application.

Once the Exhibit Application is reviewed and approved by NMHC, NMHC will confirm your booth assignment and send a booth confirmation email, which will include access to your online booth.

Invoices will be generated and emailed to confirmed exhibitors beginning after July 1, 2019. Please note that there will be a delay in between your booth application (if submitted before July 2019) and invoice. Payments will be accepted via credit card or check. **Payment is due immediately upon receipt of the invoice, and no more than 30 days from receipt of the invoice.** Unpaid booths will result in cancellation by NMHC. View the Terms & Conditions found in the Exhibit Application & Contract to see the full payment terms and cancellation policies.

Booth Assignments:

Applications submitted between May 20, 2019 – May 23, 2019 will be assigned space based on priority points using the following criteria: (1) number of years the company has consecutively exhibited (up to 10 years); (2) NMHC sponsorship level; (3) NMHC membership level; and (4) date/time the Exhibit Application is received. Applications received after May 23, 2019 will be assigned space in the date/time order the applications are received.

One (1) exhibit point is assigned to each company that exhibits annually at the NMHC OPTECH Conference & Expo. Past exhibit points will be forfeited for any company that does not exhibit consecutively from year to year. Booth assignments are dependent upon receipt and acceptance of the Exhibit Application & Contract, receipt of payment, and booth availability.

Payment

Full payment for the exhibit space rental must be received 30 days upon receipt of the invoice. Non-payment will result in termination of the Exhibit Application and release of the Exhibitor's original space. NMHC reserves the right to resell any exhibit space due to non-payment. Exhibitors with unpaid invoices at the time of the Conference will not be allowed to move-in or exhibit. Exhibit payments are non-transferrable and cannot be applied to membership, registration, sponsorship or marketing opportunities. In order to receive the member rate for exhibit space, the Exhibitor's membership dues must be paid in full at the time the Exhibit Application is received by NMHC. The Exhibitor's NMHC membership must remain active through the time of the conference. If the membership lapses at any time leading up to, or during, the conference and is not renewed, NMHC will charge the exhibitor the difference between the member and non-member rate.

NMHC OPTECH Exhibitor Marketing & Conference Sponsorship Opportunities

Online Floorplan Branding Upgrades *(available to all exhibitors)*

The online floorplan provides attendees with a way to search for and read about exhibitors in advance of the conference. Highlight your company on the floor plan by selecting an optional upgrade package! In addition to the benefits listed below, exhibitors that upgrade will also be listed under the “Enhanced Listings” tab on the online floor plan, and a special icon will be listed next to their company name and on their booth.

All exhibitors receive the “Basic” package with their booth purchase and may upgrade to one of the packages listed below for an additional cost. **New!** Suppliers renting a 20’x20’ island booth or larger will receive the “Gold” package with their booth purchase and may upgrade to the “Platinum” package at a discounted rate of \$300.

Online Floorplan Branding Upgrade Pricing:

	Basic	Silver \$300	Gold \$600	Platinum \$900
	<i>Included (all exhibitors)</i>		<i>Included with 20’x20’ or larger exhibit space</i>	<i>\$300 for 20’x20’ or larger exhibit space</i>
Profile: Describe your company	Y	Y	Y	Y
Logo: Add your logo to your eBooth Profile	N	Y	Y	Y
Product Categories: Select relevant categories to help attendees find you	3	5	8	10
Products: Add product names, detailed descriptions, and images of your product	N	3	5	8
Press Releases: Highlight the latest news and announcements at your company	N	3	5	8
Show Specials: Spotlight discounts, booth promos, and giveaways taking place at the	N	3	5	8
Brands: List other brands or products associated with your company	Y	Y	Y	Y
Videos: Add videos to showcase more about your product or company	N	1	3	5
Social Media Icons: Add linked icons to your eBooth	Y	Y	Y	Y

To purchase an online floorplan branding upgrade package, please select the option for your desired package level when submitting the online Exhibit Application or contact Melissa Rowan at mrowan@nmhc.org.

Conference Sponsorship Opportunities *(NMHC members only)*

NMHC offers many sponsorship and branding opportunities, designed to help increase your company’s visibility at the conference and drive attendees to your booth. Sponsorship is a great opportunity to expand your brand’s presence off the Expo floor. Combined with a booth, it is a can’t miss marketing opportunity. Sponsorship opportunities are available to NMHC member firms only.

To view available sponsorships, please visit: <https://www.nmhc.org/meetings/Sponsor-NMHC/2019-meeting-sponsor-opportunities/optech-sponsorship-opportunities/>

To purchase a sponsorship, please contact Melissa Rowan at mrowan@nmhc.org.