OPTECH Exhibit Opportunities
November 8-10, 2021

About OPTECH
OPTECH is where the apartment industry's leadership gathers to discover what's new and next in Technology, Operations, Marketing, Sustainability and Telecommunications. The Conference offers forward-thinking educational sessions, high-level networking, and a robust exhibit hall. Check out the 2020 OPTECH Rewind to view past conference programming.

Who Attends
OPTECH attendees are the decision makers in their firms–CEOs, COOs, CTOs, CIOs, and VPs. They visit the Expo to meet with existing partners, search for new strategic industry partners and check out the latest and most innovative technology and services. Industry leaders from these firms attended in 2019 and in 2020 (virtual conference.)

Preliminary Exhibit Information
Exhibitors can use their dedicated booth space to showcase and demo products and obtain high-quality leads. Exhibitors are also able to participate in educational sessions and networking events, allowing more reach throughout the conference.

Location (Expo Hall):
Gaylord National Resort & Convention Center, National Harbor, MD
Prince George's Exhibit Hall C-D

Expo Hours:
Monday, November 8: 3:00 PM – 7:00 PM (with reception)
Tuesday, November 9: 11:00 AM – 6:00 PM (with lunch and reception)

Move-in/move-out hours to be announced. Expo hours subject to change. Full conference hours to be announced.

Booth Sizes/Pricing

The following booth sizes will be available. **The floorplan is not yet available to view and will be released when sales have opened.**

	Member Rate		Non-Member Rate	
	Early-Bird (Until July 23)	Standard (After July 23)	Early-Bird (Until July 23)	Standard (After July 23)
10x10	$4,500	$5,000	$5,500	$6,000
10x20	$9,000	$10,000	$11,000	$12,000
20x20	$18,000	$20,000	$22,000	$24,000
20x30	$27,000	$30,000	$33,000	$36,000
Startups/New Exhibitor Kiosk	$3,000	$3,000	$3,500	$3,500
Chair's Circle sponsors receive 10% off rate; Friends of the Council sponsors receive 5% off rate				
View the 2021 Exhibit Terms and Conditions				

10x10 and larger booth spaces include:

- Basic booth set-up: pipe & drape with 3 ft. high side rails and 8 ft. high backdrop.
- Booth identification sign with company name and booth number, attached to booth backdrop.
- Free, high-speed Wi-Fi Internet access.
- Overnight perimeter security.
- Three (3) free conference registrations per 10x10 booth
- Basic company listing published on the online floor plan (upgrade opportunities available)
- Company profile included in the conference app (logo included for 20x20 and 20x30 exhibitors)
- Access to the online attendee list that includes name, title, and company (available to members and registered non-members; emails not provided)
- Official show graphics to help promote your company's presence
- Exhibitor Services Kit (released approximately 90 days prior to the conference)

Booth spaces do not include carpet (carpet is required), cleaning services, electricity/lighting/power, furniture and AV equipment, shipping/handling, and labor. Exhibitors will be able to order these show services and more when the Exhibitor Services Kit is released.

Startups and New Exhibitors Package

Whether you are a startup company on a limited budget, or a company exhibiting at OPTECH for the first time, this turnkey package is designed to help you kick start your OPTECH experience.

Startups/New Exhibitor Qualifications:
To qualify for this package, your company must be a new, first-time NMHC OPTECH Exhibitor *(past exhibitors, including 2020 virtual exhibitors, are not eligible)*. A limited number of kiosk spaces are available.

Kiosk package includes:

- Modular, turnkey unit that includes:
  - Custom graphics or logo (provided by exhibitor)
  - Monitor (exhibitor may bring or rent a laptop to connect to monitor)
  - One electrical drop
  - Attached table for two (2) people and two (2) stools
  - *Unit photos and specs will be provided closer to the conference*
- Free, high-speed Wi-Fi Internet access
- Two (2) conference registrations per kiosk
- Basic company listing published on the online floor plan (upgrade opportunities available)
- Company profile included in the conference app
- Access to the online attendee list that includes name, title, and company (available to members and registered non-members; emails not provided)
- Official show graphics to help promote your company's presence
- Exhibitor Services Kit (released approximately 90 days prior to the conference)

Questions

Contact Melissa Rowan, Senior Director, Exhibits and Sponsorships at mrowan@nmhc.org.