



**November 16-19, 2020**  
**[Conference Website](#)**

## **Exhibit at OPTECH!**

Thank you for your interest in exhibiting at OPTECH 2020! Just as you have come to expect at the in-person OPTECH, your virtual booth will give you the opportunity to showcase your products and services to senior industry executives who make purchasing decisions for their firms. While we cannot fully replace the in-person experience, we have invested in a robust platform that emphasizes the trade show component as much as the conference content!

A virtual exhibit booth gives your company a home base for the conference and allows you to display company branding, showcase and demo products and services, add content and media, collect and capture attendee leads, chat live with attendees visiting your booth, and schedule meetings in advance by using the platform's matchmaking and attendee networking features. Continue reading to learn all about the benefits and features you will receive with your virtual booth.

**Sign up to exhibit today!**

**<https://www.cognitofirms.com/NMHC/OPTECH2020VirtualExhibitContract>**

## **Virtual Exhibit Benefits**

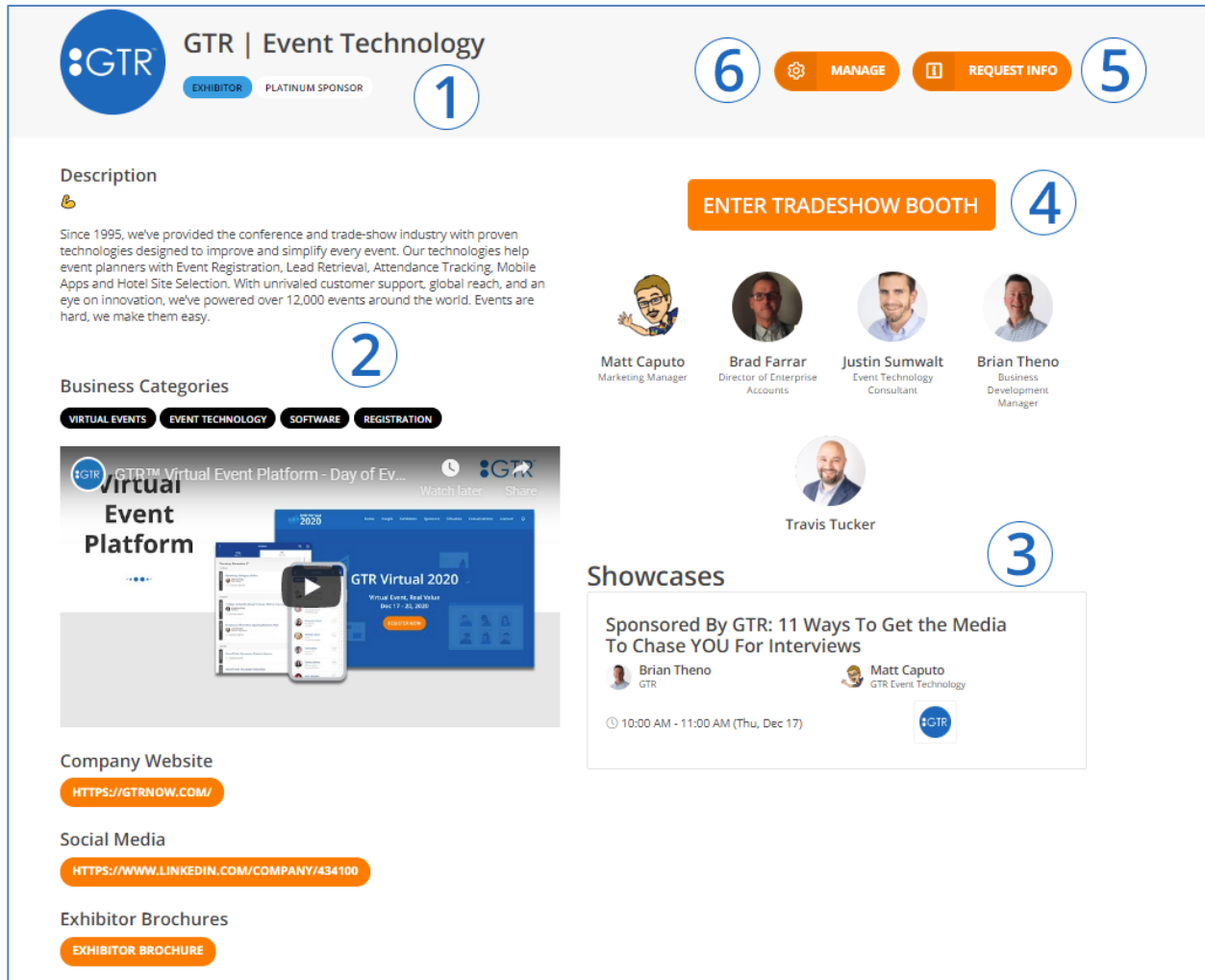
Virtual exhibitors will be listed alphabetically on the Expo page. Attendees will access your booth by clicking on your logo. All virtual exhibit booths include the following features:

- Six (6) free, full-access registrations
- One (1) virtual exhibit booth featuring your company logo, customizable banner header, company description, social media links, staff photos, brochures and files, videos, and polls.
- Send messages, meeting requests and schedule individual appointments with attendees through the virtual conference platform.
- Connect and chat live with booth visitors as they enter your booth through the "Enter Virtual Tradeshow Booth" feature.
- Access to the pre-conference attendee list online via the NMHC website (emails not included.)
- Track leads and booth visits in real-time (leads can be downloaded and imported into your CRM.)
- Eligible to participate in OPTECH Opening Pitches (**apply by October 21!**) (Visit <https://www.nmhc.org/meetings/exhibit/nmhc-optech-opening-pitches/> to learn more.)
- Eligible to participate in Demo Day (more info to come!)
- Post-event analytics provided to each exhibitor post-conference.
- One (1) exhibitor priority point for 2021 booth selection.

*NMHC will email detailed instructions, materials, and information on specific exhibitor deliverables as they become due.*

# Virtual Exhibit Booth Overview

As an Exhibitor, you will have your own virtual booth space within the GTR virtual platform where you can display custom images, share key details about your company, and capture leads. Below is an example of a virtual booth along with an explanation of each of the features.



## 1. Organization Heading

This is the first bit of information an attendee will see when they visit your booth. This includes:

- **Organization Name** (pre-populated)
- **Logo** (pre-populated)
- **Exhibitor/Sponsor Level** (pre-populated and designated by NMHC)
- **“Manage” Button:** Click to access your exhibitor dashboard and manage booth
- **“Request Info” Button:** Attendees click on this button to request information (request defaults to the exhibitor administrative contact but can be changed.)
- **Customizable Header** (not pictured): Customize the look and feel of your booth even further by adding another visual layer. The banner will display under the organization name and logo and above the company description. Specs: 1170x145px and uploaded in a JPG or PNG file.

## 2. Profile/Company Information

Your profile can contain a limitless amount of information that is available to share with anyone who stops by your booth. Here are just a few examples of what you can include:

- **Company Description** (Pre-populated, but editable. You can add images to the copy, and

change the text font, size, and color. You have unlimited space, but the longer your text, the more it pushes down the other information. This is also a great place to list when your staff will be available for live chats, display info on any prize drawings, or display any other announcements.)

- **Tags/keywords/product categories:** Select and add the appropriate descriptors for your companies to help attendees find and match with you.
- **Product videos:** Add an unlimited number of videos, using a Vimeo or YouTube link.
- **Social Media Links:** Add links to all your company's social media channels.
- **Exhibitor Brochures/Files:** Add a link to online documents or upload downloadable files.
- **Polls:** This feature allows you to add interactive polls for attendees, and fully customize them. Question types include multi-choice, free text entry, as well as ratings.

### 3. Showcased Sessions

Applies only if your company is sponsoring any sessions during the event. If so, they will be listed here on your booth page and will show:

- Session name with a link directly to the session
- Time and date of session
- Speaker name(s) and headshot(s)
- Logo of your organization that will also be showcased in main event agenda

NMHC will upload this information and it is not editable by the exhibitor.

### 4. Enter Virtual Tradeshow Booth

During exhibit hours, your staff can broadcast live through your virtual tradeshow booth using this tool. This is a great opportunity to get face-to-face with attendees, host live Demos, and attract leads. We recommend that you post your live availability and/or demo schedules in your company description or pin your availability in your Discussion box.

When an attendee is on your page and clicks on the "Enter Virtual Tradeshow Booth" button, they will be entered into a Zoom meeting and will connect face-to-face with your staff and all other attendees who have joined. There is no limit to the number of attendees that can enter your booth at one time. Discussions held in this space are not private. You can move individuals to private one-on-one meeting rooms/chats if a more in-depth discussion is needed.

### 5. "Request Info" Button, Leads, and Visits:

Anyone who submits a "Request Info" inquiry will be added into your lead portal. From your dashboard, you will be able to view, download, and import the following information directly into your CRM:

- Details of their request
- Time and date of request
- First Name
- Last Name
- Company
- Title
- Email Address
- Phone Number (if available)

You will also see a list of "visits" in your dashboard. "Visits" are anyone who has visited your booth but did not submit a "Request Info" inquiry. You can see everyone who has visited your page. You will see the attendees first and last name, picture, the number of visits they made to your page, and the date and time of all their visits.

You can message attendees, leads, and visitors directly through the platform at any time.

## 6. Manage Your Profile:

This is only available to you and your organization's staff. From here you can fully customize and update your page and assign/manage booth staff.

**Please contact Melissa Rowan at [mrowan@nmhc.org](mailto:mrowan@nmhc.org) if you'd like to schedule a time to view a live booth.**

## Pricing

<b>Members:</b>	<b>\$2,950</b>
<b>Non-Members:</b>	<b>\$3,450</b>
<b>Startups:</b>	<b>\$1,500</b> (see qualifying criteria below)

Booth pricing is inclusive of the Virtual Exhibit Benefits and the features listed in the Virtual Exhibit Booth Overview, detailed in the pages above.

### Startups Company Qualification Criteria:

To qualify for Startups pricing, your company must:

- Must be a new company that offers technology focused solutions/products/services (as related to the apartment industry.)
- May not be a spin-off from a parent company.
- Has been in operation for 5 years or less.
- Must have at least one customer.

**To confirm your virtual exhibit space, please complete and submit the online contract:**

**<https://www.cognitofirms.com/NMHC/OPTECH2020VirtualExhibitContract>. Contact [sponsorships@nmhc.org](mailto:sponsorships@nmhc.org) with any questions.**

**Conference sponsorships are separate from exhibits and available to NMHC members. View available sponsorship opportunities online here: <https://www.nmhc.org/meetings/Sponsor-NMHC/2020-sponsorship-opportunities/2020-optech-virtual-sponsorships/>.**

## Agenda/Exhibit Hours

**Exhibits are open from 11:00 AM-4:30 PM each day!** To help to help facilitate live networking and selling opportunities, we have also included a dedicated exhibit hour each day.

### Dedicated Exhibit Hours:

**Monday, November 16<sup>th</sup>:** 2:15-3:45 PM

**Tuesday, November 17<sup>th</sup>:** 1:30-2:30 PM

**Wednesday, November 18<sup>th</sup>:** 1:30-2:30 PM

**Thursday, November 19<sup>th</sup>:** 1:15-2:15 PM

We recommend that you have live staff available during the dedicated exhibit hours. If you intend to staff your booth live at any other time, we recommend you post your schedule in the company description portion of your booth, so attendees know when to catch you live.

If a booth is not staffed or an attendee simply wishes to browse, attendees can click on the "Request Info" button to submit an inquiry and they will be populated into your leads.

Exhibitors can also schedule meetings with attendees through the virtual event platform at any time throughout the conference, including outside of listed exhibit hours.

**View the full agenda here:** <https://www.nmhc.org/meetings/calendar/2020-nmhc-optech-conference-and-expo/agenda/>. All times Eastern.

## Virtual Exhibit Terms & Conditions

**Values & Expectations:** NMHC strives to create a valuable experience by fostering an inclusive and professional environment for our members, guests, and staff. Please review NMHC's Values and Expectations for all participants, attendees, speakers, sponsors, and guests during NMHC activities and events: <https://www.nmhc.org/about/nmhc-values-and-expectations/>. Exhibitors are expected to comply with this policy.

**Payment:** Invoices will be issued once your application has been processed and accepted. Payment is due 30 days from receipt of invoice. If contract is received on or after October 5, 2020, full payment is due immediately upon receipt of the contract. Full payment must be received prior to fulfillment of any virtual exhibit benefits.

**Cancellation:** If NMHC cancels the event for any reason, a full refund for exhibit and/or sponsor fee will be provided. NMHC reserves the right to cancel this contract due to non-payment. All exhibitor benefits will be revoked upon cancellation. If the exhibitor wishes to cancel this contract, requests must be submitted in writing to [mrowan@nmhc.org](mailto:mrowan@nmhc.org). If a cancellation request is received prior to October 5, 2020, a refund will be provided minus a 25% processing fee. **Refunds will not be issued for any cancellation requests received after October 5, 2020.**

**Eligible Exhibits:** NMHC limits the use of virtual exhibit space to firms whose products or services contribute to the goal of the conference and its attendees. NMHC reserves the right to determine whether any company or product is eligible for inclusion and has the right to deny or cancel any application of an exhibitor and/or sponsor that does not meet eligibility.

**No Endorsement:** NMHC makes no representation concerning any Sponsor or Exhibitor, or its products or services. The acceptance of any Exhibitor constitutes neither an endorsement, a recommendation, nor a representation by NMHC of any Exhibitor, or its products or services.

**Use of Exhibitor Logo:** Exhibitor agrees to submit their company logo to NMHC to be used in conference promotional materials, conference web site, and other uses as it pertains to the conference. Only one company name may be reflected per logo, unless the other company listed on the logo has purchased their own exhibit. The logo must match the company name submitted on the contract.