

## **Startups Kiosk Package and Pricing - Preliminary Information**

Updates, including exhibit hours, sales information, and full exhibit rules & regulations, will be published here as available: <https://www.nmhc.org/meetings/exhibit/>.

NMHC understands that startup businesses need some help to grow and gain exposure in the marketplace. To support startup firms in the apartment industry, NMHC will feature a designated area just for startups! Startups Pavilion is designed to feature new companies and their products/services to conference registrants.

This turnkey display opportunity is perfect for new companies who have limited budgets and time, but still want to have a presence in the exhibit hall. Simply show up, plug in your laptop, and start making connections!

### **Exhibitor Qualification Criteria**

Firms applying to exhibit in a Startups Kiosk must meet the following criteria:

- Must be a new OPTECH exhibitor or 2021 Startup Kiosk Exhibitor
- Must be a new company with a product or service that focuses on the use of technology to solve a problem within the apartment industry
- May not be a spin-off from a parent company
- Has been in operation for 5 years or less

*All Exhibit Applications will be reviewed to ensure eligibility. There is a 2-year limit for exhibiting in Startups Pavilion.*

### **Pricing**

**Member Rate:** \$3,500 per kiosk

**Non-Member Rate:** \$4,000 per kiosk

*Startup Kiosk rates do not apply to standard booth sizes (10'x10 and larger.) Pricing is non-negotiable. A \$500 non-refundable deposit will be required at time of application.*



**Kiosk Features:**

- Large countertop
- Backwall graphics:
  - Option A - with monitor and 39" x 12" header **A**
  - Option B - without monitor, 39" x 54" graphic area **B**
- 18" x 18" Company logo Kick panel **C**
- Optional back of unit panel 39" x 54" **D**
- Locking cabinet under counter
- 2 Limerick stools
- 1 Electrical drop

**Included Services:**

- Structure rental and installation / dismantle
- Graphic printing/installation
- Material handling and local delivery of exhibit structure



**Kiosks Include:**

- Turnkey Kiosk Unit (Including features and unit as shown above; Items cannot be substituted.)
- 2 complimentary full registrations per kiosk
- Basic company listing on the online exhibitor floor plan and in the conference app
- Access to online attendee list (email addresses are not provided)
- Eligible to send one (1) print mailing to conference registrants through NMHC's preferred printer and mail house
- Free high-speed Wi-Fi internet access
- Social Media Toolkit to help promote your company's presence
- Exhibitor Services Kit (released approximately 90 days prior to the conference)

Due to space restrictions, all display materials including brochures and promotional items, must be confined to the kiosk unit and counter top only. Additional display materials, such as a pull-up banners, signage, furniture/tables/chairs, or monitors/displays, are not permitted to be displayed next to a kiosk or in the aisles and will be removed.

Kiosk units **do not include** additional audio/visual equipment (such as laptops or iPads), booth cleaning services, electricity/power/lighting, lead retrieval devices, shipping/handling (of additional exhibitor materials), and storage. Exhibitors will be able to order these services and more through the Exhibitor Services Kit when it is released.

**Questions?** Please contact Melissa Rowan, Senior Director, Exhibits and Sponsorships at [sponsorships@nmhc.org](mailto:sponsorships@nmhc.org).