

November 01 - 03, 2022 Las Vegas, NV

2022 NMHC OPTECH Conference & Expo Startup Kiosk Exhibitor Packages

Exhibit Hours & Location:

Conference Dates: November 1-3, 2022 Exhibit Dates: November 1-2, 2022 (there are no exhibit hours on November 3rd) Conference Location: Wynn Resort | 3131 Las Vegas Blvd S, Las Vegas, NV 89109. The exhibit hall will be located in Cristal Ballroom.

Expo Hours:

November 1: 5:00 - 6:30 p.m. **November 2:** 11:30 a.m. - 6:00 p.m.

Installation will begin on November 1^{st} . Early move-in will be available for 20'x20' and larger booths. Dismantle will begin on November 2^{nd} at the close of the show and continue in the morning on November 3^{rd} . Exact installation/dismantle times will be confirmed in the Exhibitor Services Kit.

View the full, preliminary conference agenda <u>here</u>. *Expo hours and conference agenda are subject to change.*

Startups Kiosk Package & Pricing

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! 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 (2021 Startup Kiosk Exhibitor/Startup Firms are eligible)
- Has been in operation for 5 years or less
- 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

All Exhibit Applications will be reviewed prior to approval to ensure eligibility.

Startup Kiosk Package Pricing:

	Member	Non-Member	Comp. Registrations
Startups Kiosk	\$3,500	\$4,000	2

Startup Kiosk rates do not apply to standard booth sizes (10'x10 and larger.) Booth rates are nonnegotiable. **Member Rate:** To qualify for the member rate, your firm's NMHC membership account must be paid and active prior to application. The firm name you are exhibiting under <u>must be the same</u> as your membership firm name.

Startup Kiosk Package: Each Kiosk Includes:

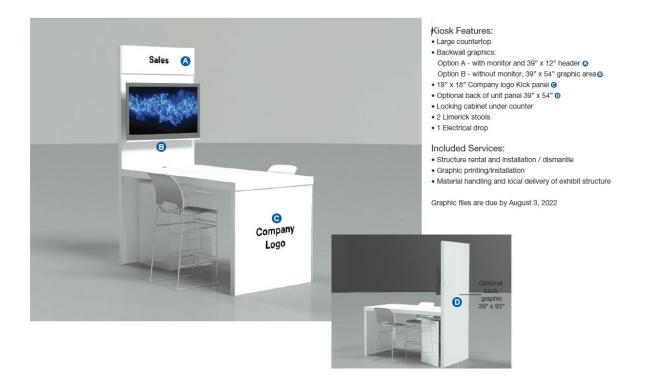
- Turnkey Kiosk Unit (as shown on the next page; substitutions not permitted)
- Custom Graphics (Exhibitor to provide print-ready artwork; Graphic production included in cost of kiosk)
- Monitor and standard HDMI connection cable (Exhibitor must provide laptop, ipad, or other device to connect to monitor and any special connector cables that may be required)
- Installation/Dismantling of Unit
- 2 complimentary full registrations per kiosk (Additional registrations can be purchased at the full member or non-member rate, as applicable. <u>View registration rates on the NMHC</u> website.)
- Basic company listing on the online exhibitor floor plan and in the conference app
- Access to online attendee list which includes attendee name, title, company name, and location (email addresses are not provided or available for rent or sale)
- Eligible to send one (1) print mailing to conference registrants through NMHC's preferred printer and mail house (Direct Mail Guidelines will be provided to confirmed exhibitors)
- Free high-speed Wi-Fi internet access
- Carpeting (Exhibit Hall is carpeted; Exhibitors may order additional carpet or flooring)
- Exhibitor Services Kit
- Social Media Toolkit to help promote your company's presence

Kiosk units <u>do not include</u>: Laptop, ipad, or other display device to connect to the monitor (Exhibitor may provide on their own or order through the Exhibitor Services Kit), lead retrieval devices, shipping/handling, and storage (of brochures or other materials.) Exhibitors will be able to order these through the Exhibitor Services Kit when it is released.

Additional Display Rules: 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.

View full Exhibitor Rules & Regulations

Startup Kiosk Unit:



Exhibitor Priority Points and Booth Assignments:

Booth sales will first open to 2021 NMHC OPTECH exhibitors. NMHC will assign and email each 2021 exhibitor a booth selection timeslot, as determined by their Exhibitor Priority Points status. 2021 Exhibitors with a 20'x20' or larger booth space will be assigned timeslots first (in points order), followed by all other booth sizes (in points order). *Points status is confidential between the exhibitor and NMHC*.

Once timeslots are complete, booth sales will open to all other firms. Space will be assigned as applications are received. If necessary, NMHC will establish a wait list.

Exhibitor Priority Points are determined by the following criteria:

- One (1) point per each consecutive year of exhibiting
- Membership Level:
 - Executive Committee: 3 points
 - o Board of Directors: 2 points
 - Advisory Committee: 1 point
 - o Non-Member: No points
- Sponsorship Level:
 - 2022 Chair's Circle: 4 points
 - o 2022 Friends of the Council: 2 points