

NMHC OPTECH

CONFERENCE & EXPOSITION

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

View the full, preliminary conference agenda [here](#). 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 non-negotiable. **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 must be the same 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. [View registration rates on the NMHC 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 do not include: 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:



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

Graphic files are due by August 3, 2022



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
 - Board of Directors: 2 points
 - Advisory Committee: 1 point
 - Non-Member: No points
- Sponsorship Level:
 - 2022 Chair's Circle: 4 points
 - 2022 Friends of the Council: 2 points