



October 21-23, 2024 | Gaylord National Resort & Convention Center | National Harbor, MD

## 2024 NMHC OPTTECH Startup Kiosk Exhibitor Package

### STARTUP KIOSK EXHIBITOR OPPORTUNITY

Reserve a Startup Kiosk in FUTURESlab! Startup Kiosks are a turnkey solution, and a cost-effective alternative to a traditional booth display and exhibit hall, allowing new companies to focus on building connections with attendees.

FUTURESlab is a dynamic new conference feature designed to propel the multifamily industry into the future. Powered by the soon-to-be-announced Real Estate Technology and Transformation Center (RETTTC), this cutting-edge space will showcase forward-facing hardware and software innovations, providing hands-on demonstrations of transformative proptech solutions. It's also a place to engage in lively conversations with leading VCs, housing providers, tech innovators and other industry thought leaders as they share insights on the forefront of technology. Don't miss this opportunity to exhibit in this innovative space and get a sneak peek at how RETTTC is going to enhance the multifamily proptech landscape.

### COMPANY QUALIFICATION CRITERIA

NMHC member companies and non-member companies who meet the Startup Kiosk Qualification Criteria below are eligible to apply for a Startup Kiosk. *All exhibitor applications are subject to NMHC review and approval.*

- Company has been in operation for 5 years or less.
- Company must offer a product or service that focuses on the use of technology to solve a problem within the apartment industry.
- Company may not be a spin-off from an established parent company.

### STARTUP KIOSK RATE

**Member Rate:** \$4,000 | **Non-Member Rate:** \$4,500

*The Startup Kiosk Rate applies only to Startup Kiosks only. The Startup Kiosk Rate does not apply to standard booth spaces (10'x10 and larger.) To view booth rates for standard booth sizes, visit <https://www.nmhc.org/meetings/exhibit>.*

*All booth spaces, including Startup Kiosks, are limited, and are not guaranteed to any company, regardless of membership level, sponsorship level, or past exhibitor status.*

### CRETTLab Hours:

Monday, October 21, 2024: 1:00 PM - 4:00 PM  
Tuesday, October 22, 2024: 8:30 AM - 3:00 PM

*Installation and Dismantling hours will be provided to confirmed exhibitors.*

## STARTUP KIOSK UNIT

### What is included?

Each Startup Kiosk package includes the following:

- 2 complimentary, full conference registrations (exhibitors may purchase additional registrations at the full member/non-member registration rates; expo-only badges are not available.)
- Turnkey Kiosk Unit (as shown on next page):
  - Connecting table and 2 chairs, and locking storage cabinet
  - 32" monitor and standard HDMI connection cable (Exhibitors must provide their own laptop or device to connect to and display content on the provided monitor)
  - Installation/Dismantling of Unit
  - Graphic production/installation (Exhibitor must provide artwork for graphics)
  - 1 electrical drop
- Carpet
- Free high-speed Wi-Fi Internet access
- Online Exhibitor Services Kit (provided approximately 90 days prior to the conference; limited show services will be available to kiosk exhibitors.)
- Basic company profile in online exhibitor directory and in the mobile app (online directory upgrades will be available for purchase.)
- Company name and booth number listed in the onsite print agenda
- Official show graphics to help promote your company's booth presence
- Official Attendees List provided via NMHC website (email addresses are not provided.)
- Exhibitor Discount on Sponsorship Opportunities (NMHC member exhibitors only)

### Kiosks do **NOT** include:

- Laptop/device to connect to the monitor (plus any necessary connection cables)
- Lead Retrieval Services
- Shipping/handling/storage

### Kiosk Display Restrictions:

- Removal of the kiosk to build a booth display, or modifications to the provided furnishings are not permitted.
- Startup Kiosk Exhibitors are not permitted to place additional furniture, signage, etc. in aisles or next to kiosks. All display materials must be limited to the provided table/unit.
- Graphics submitted or changed after the graphics deadline may result in rush charges, which will be billed to the exhibitor.

## HOW TO APPLY

Please view <https://www.nmhc.org/meetings/exhibit> for information on 2024 OPTECH booth sales and how to apply for booth space.

## QUESTIONS?

Please email [sponsorships@nmhc.org](mailto:sponsorships@nmhc.org) with questions about the Startup Kiosk package or exhibiting at OPTECH.

A photo of the Kiosk is included on the next page.



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# Meeting Kiosks Package



### Kiosk Features:

- 41"H Waterfall Table with Locking Cabinet
- 39" x 12" Header (a)
- 39" x 36" Company Logo Kick Panel (b)
- 39" x 93" Back Panel (c)
- ( 2 ) Limerick Stools
- ( 1 ) 32" Monitor
- ( 1 ) Electrical Drop

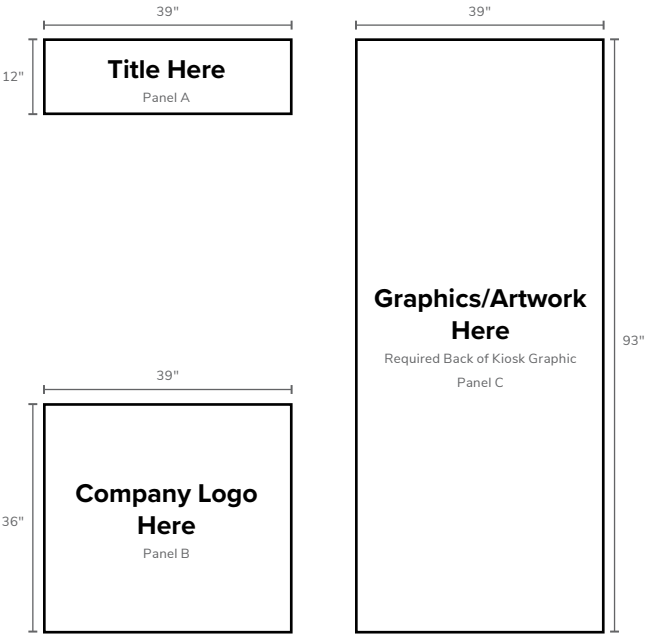
### Included Services:

- Structure Rental and Installation/Dismantle
- Graphic Printing/Installation
- Material Handling and Local Deliver of Exhibit Structure

### Graphic Panels:

- **Panel A** - 39"W x 12"H
- **Panel B** - 39"W x 36"H
- **Panel C** - 39"W x 93"H

**Deadline for all kiosk graphics submission:**  
Monday, September 30, 2024



Items in this package cannot be substituted or traded. Rates are based on the full package and do not include tax. Additional rental products and services such as electrical and audio visual can be added à la carte. Changes to the structure will be charged as necessary and may include additional materials and labor.

# Guidelines for submitting graphics

## Maximum resolutions

In some instances, resolution on files are excessive. This causes long/incomplete download times and possible editing/processing delays. Please do not exceed 250dpi at full scale. If you are not sure what resolution would be sufficient, please [contact us](#).

## Minimum resolutions for 4-8ft (normal) viewing distance

Resolution should be 100dpi (100dpi is preferred). 100 dpi produces good looking images from a normal viewing distance of 4 - 8 ft.

## Minimum resolutions for 15ft (normal) viewing distance

For very large prints, such as hanging banners, when viewing distance is over 15 ft, the minimum resolution can drop down to 75dpi (at 100% scale).

If your file already has a greater resolution, leave it as is. A higher dpi is always preferred.

## Complex images

If your images contain layers, clipping paths, spot colors, effects, etc., save as TIF.

Tip: Select LZW compression. It's a lossless compression that allows you to preserve layers, while decreasing file size.

## Adobe Creative Cloud

We welcome the use of Creative Cloud Libraries and invite you to include Adobe Stock images and Adobe fonts in your CC Library.

## Vector art

Logos should be vector and have outlined fonts. If a vector version is not available, provide hi-res (high resolution) images.

## Native version (editable)

We strongly recommend submitting editable version of the files as well as the high resolution pdf, including links and fonts. This is valuable in case a new PRINT file has to be generated.

The best way to provide native files is by "Packaging" (File/Package) in Illustrator or InDesign. If you are a Mac user and your fonts are other than .otf, please zip packaged files.

## PMS colors

We recommend including PMS colors, or Pantone, for color matching. RGB colors are for screen graphics, and CMYK colors are preferred when PMS colors are not available. Gradients need to be converted to CMYK.

For our full graphic guidelines, please [click here](#).

